



# **Libertarian Party of California Executive Committee Minutes**

**June 11, 2017**

825 S. Myrtle Avenue  
Monrovia, CA 91016



# Libertarian

Party of California

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## Executive Committee Minutes

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### Call to Order

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Chair, Ted Brown, called the meeting to order at 10:24 a.m.

### Roll Call

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A quorum of the Executive Committee was present as voting members:

#### Officers:

Ted Brown, Chair  
Honor "Mimi" Robson, Secretary  
Steven Haug, Treasurer  
Kenneth Brent Olsen, Northern Vice-Chair  
Jonathan Jaech, Southern Vice-Chair

#### At-Large Members:

Boomer Shannon, At-Large  
Jason Wu, At-Large  
David Bowers, At-Large  
Wendy Hewitt, At-Large  
Robert Imhoff, At-Large  
Tyler Kuskie, At-Large  
Jennifer Imhoff, At-Large  
Baron Bruno, Alternate At-Large

Members not in attendance:

Zachary Moore, At-Large  
Susan Marie Weber, At-Large  
Alex Appleby, At-Large

### The following guests were in attendance:

Jeff Hewitt, Regional LNC Representative  
Aaron Starr, Regional LNC Alternate  
Tim Ferreira, Database Committee  
Gail Lightfoot, San Luis Obispo County Chair pro Tem  
José Castañeda, Los Angeles County Chair  
Mike Everling, Former Candidate  
George Reis, Orange County Secretary  
Natalie Foley, Orange County Ambassador  
Paul Polson, Former Candidate  
Matthew Barnes, Alive Free Happy  
Angela McArdle, Former Candidate  
Bill Lopez, Member

## Adoption of Agenda

It was noted that Jeff Hewitt, Regional LNC Representative and Aaron Starr, Regional LNC Alternate Representative were in attendance and therefore would be able to present the LNC report. The LNC Report was added to the agenda without objection. The Revised Agenda was approved without objection.

## Election of Alternate At-Large Member

Nominations opened for the election of the Alternate At-Large Member:

Mimi Robson nominated Chuck Hamm  
Robert Imhoff nominated Tim Ferreira

### **Candidates:**

**Tim Ferreira:** Tim is currently a member of the Database Committee and stated he has been a Libertarian since being able to vote at 18 and is ready to come onboard the Executive Committee and give it 110%.

**Chuck Hamm:** Chuck is currently the Chair of the Ventura County Affiliate and was active on the Gary Johnson campaign as well as being an active member of the Platform Committee. Chuck was not in attendance but Aaron Starr spoke on his behalf.

### **Vote by Ballot:**

Chuck Hamm-	8
Tim Ferreira-	5
NOTA-	0

**Alternate At-Large Member:** Chuck Hamm was elected.

## Libertarian National Committee (LNC) Report

Aaron Starr Regional LNC Alternate Representative, submitted a written report at the time of his presentation (see Appendix A) and presented an oral report at the meeting.

Jeff Hewitt, Regional LNC Representative, added to the report that although he wasn't at the recent meeting he strongly supports California submitting a proposal for the 2020 LNC National Convention. He suggested that being in Los Angeles there would be a great opportunity to attract celebrity Libertarian speakers. He also mentioned that he has been receiving many calls and emails regarding issues with posts on the LNC Facebook page as well as recent comments made by the LNC Vice-Chair and that will be an issue at the upcoming meeting in Kansas City which he will be attending.

## **Officer Reports**

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### **Chair's Report:**

Ted Brown, Chair, reported the following:

- Steven Haug, Treasurer, has successfully been added as a signer on the Libertarian Party of California bank account at Wells Fargo Bank.
- The party has been receiving a lot of inquiries for prospective candidates for a variety of offices (i.e. Governor, State Senate and Assembly, City Council, etc.). Many perspective candidates will need funding for filing fees, candidate statements, etc. so it will need to be determined how best to do that. However another option is starting a crowd funding site, such as the GoFundMe campaign that Angela McArdle had for her recent congressional race. Many Libertarians are willing to support our candidates if they have an accessible way to do so.
- The Communications Director, Jennifer Imhoff, has been tasked with issuing press releases for the Party, therefore two were sent recently:
  - Press release regarding the City of Los Angeles' new regulations of Marijuana distributors after the passing of Proposition 64. The new Marijuana plank of our Platform was quoted.
  - Press release regarding the Single Payer Health Care bill that was passed by the State Senate.

Ted suggested that anyone in the Executive Committee can submit press releases regarding current issues. Once submitted they will be reviewed and issued to the media.

### **Questions:**

Tyler Kuskie asked if using a crowd funding site like GoFundMe was in compliance with FPPC requirements. Boomer Shannon spoke to the question stating that there are separate forms you can file to use crowdfunding sites as well as CrowdPac.com which is fully compliant. Although there is still a legal grey area in the use of other sites the FEC is allowing many on the national level and the FPPC is currently hearing arguments regarding changing the regulations.

Tyler Kuskie further questioned if we as a Party should have requirements to insure that candidates are in compliance with the FPPC and FEC.

Robert Imhoff raised a Point of Information asking if this subject would be better left for discussion during the Candidate Support Committee agenda item.

### **Northern Vice-Chair's Report:**

Kenneth Brent Olsen, Northern Vice-Chair, has submitted a report in advance (see Appendix B) and presented an oral report and fielded questions at the meeting.

**Questions:**

A question was asked about the status of the Plumas County Affiliate. They are of the belief that they are currently affiliated with the state however they only have one active member (the Chair). It was determined they would be listed as “Active” but not “Affiliated.”

**Southern Vice-Chair’s Report:**

Jonathan Jaech, Southern Vice-Chair, has submitted a report in advance (see Appendix C) and presented an oral report at the meeting.

Mimi Robson added to the report stating that she has been working with the San Diego Executive Committee, in particular the Treasurer, Jim Dueweke, to get their membership updated. They have, with a few exceptions, updated the membership through the end of 2016 and will start the process for 2017. Their membership went from 89 members at the end of April 2017 to 115 members at the end of May 2017 and additional members have been added since. They are now the 2<sup>nd</sup> largest affiliate in the state.

Boomer Shannon added to the report that he recently spoke at a San Diego supper club and stated that it was a great success with many members in attendance. They have been actively growing and have put a really great organization in place. He also reported that the Alive Free Happy organization attended the Hermosa Beach Street Fair and gave out over 200 tests for the world’s shortest political quiz. They will also be doing a fair in Palos Verdes.

**Questions:** None

**Secretary’s Report:**

Honor “Mimi” Robson, Secretary, has submitted a report in advance (see Appendix D) and presented an oral report and fielded questions at the meeting.

**Questions:** Arron Starr mentioned that there had been an Operating Procedures Manual when he was the Chair in 2003 and that Daniel Wiener may have a copy of it. He also mentioned that when he was chair the party had sample county Bylaws for affiliates to either adopt or use as a guide to creating Bylaws.

**Motion:** Robert Imhoff moved and Jennifer Imhoff seconded to extend time on the Secretary’s Report by 4 minutes. The motion passed with no objections.

**Questions:** Robert Imhoff questioned the procedure for new memberships taken through the counties where payment is made with a credit card. If the County Affiliate doesn’t have the capability to process a credit card payment and they refer that membership to the state for processing, then would the state keep the full first year’s

membership dues? Mimi Robson answered that by saying that the payment can be noted that the “source” is the county but is unsure how that will then be processed by the treasurer for dues sharing as the Bylaws aren’t specific on this issue. It was the opinion of the body that the first year’s dues should go to the county regardless of where the payment is processed therefore it was agreed that the Database Committee will look into creating separate landing pages for each County Affiliate.

**Motion:** Boomer Shannon moved and Mimi Robson seconded to take a five minute recess which passed with no objections.

**Recessed:** 11:29 a.m.

**Reconvened:** 11:35 a.m.

### Treasurer’s Report:

Steven Haug, Treasurer, has submitted a financial report in advance (see Appendix E) and presented an oral report and fielded questions at the meeting.

Steven Haug presented the following:

- All year-to-date transactions have been entered in QuickBooks with the correct categories.
- Updated auto pay accounts (that he is currently aware of) with new debit card account.
  - In the future there should be a document maintained by the Treasurer with all accounts such that the incoming Treasurer is aware of what needs to be updated.
- Attempted to reconcile books with the bank statements but they are currently not in balance.
- Get FPPC reporting up to date. Starting in 2017 FPPC reporting will be done using the books for financial data.
  - Jeff Hewitt said he will contact an attorney that is a former director of the FPPC for guidance.
- Determine the current amount of dues sharing amounts that need to be mailed out to the county affiliates and get those payments made.
  - Treasurer will work with the Secretary to get the dues sharing amounts up to date.
- Explore alternative to authorize.net for check and credit card processing.

- Robert Imhoff mentioned that the check and credit card processing services have been added to the Database Committee for investigation.

**Questions:** None

## **Financial Standards Committee**

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Per the Bylaws below, the Executive Committee is responsible for selecting a Financial Standards Committee:

### **Section 7**

The Executive Committee shall select a Financial Standards Committee during the first three months after a convention. The Financial Standards Committee shall review the financial records and processes of the Party and report its findings at each subsequent Executive Committee meeting and at the next state convention.

Ted Brown has reached out to Willard Michlin, Forensic Accountant and former Party Treasurer to be a part of this committee with no response. Robert Imhoff suggested that Terry Floyd, Treasurer of Alameda County be a part of this committee.

**Motion:** Ted Brown moved to add Terry Floyd to the committee with no objection

Terry Floyd will now be on the Financial Standards Committee and we can choose additional members in the future.

**Motion:** Boomer Shannon moved and David Bowers seconded to move the Newsletter Report as the next agenda item. Motion passed without objection.

## **Newsletter**

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Ted Brown reported that there had been one Newsletter sent out to the membership after the convention and that was the final newsletter under the current contract. He stated that the email was sent using the Robly service and asked that the webmaster add the newsletter to our website.

Boomer Shannon mentioned that Elizabeth Brierly hadn't been paid yet, as agreed and the Treasurer said he will pay her as soon as he receives the invoice.

Ted Brown suggested that we need to determine how many more newsletters we wish to contract and whether we should have a printed copy of the newsletter to be sent via US mail. After discussion it was the sense of the body, with no objections, that Jennifer Imhoff as Communications Director, will consult with the printer recommended by Tim Ferreira and Elizabeth Brierly and will return a written report on the feasibility of a printed copy of the newsletter.



**Motion:** Robert Imhoff moved to recess for lunch until 1:20 p.m. Motion passed without objection.

**Recessed:** 12:35 p.m.

**Reconvened:** 1:24 p.m.

## Committee Reports

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### 2017 Convention Committee Report:

Jennifer Imhoff submitted a report in advance (see Appendix F) on behalf of the 2017 Convention Committee and presented an oral report at the meeting.

**Questions:** David Bowers asked for clarification on the profit and/or loss for the event. Robert Imhoff clarified that the party currently doesn't owe the Marriott any money, however the Marriott had overcharged us on several items which the Treasurer will be working on to get those returned. In the end it looks like we will either suffer a very small loss or will break even. Ted Brown mentioned that even if we lost a small amount of money there was a very positive "vibe" at the convention so he feels it was a success.

Ted Brown asked if additional videos from the speakers will be posted and Robert Imhoff answered that unfortunately, other than the speakers at the Banquet and Reception, the videos were corrupted. He said that because there was a lack of volunteers to run the equipment in the speaker's room the events were not captured correctly.

### Audio Visual Equipment Report:

Ted Brown stated that he put the AV equipment as a separate agenda item as it seems that the funding for the purchase of the equipment wasn't authorized the way it should have been.

Robert Imhoff reported that they had understood the Operations Committee had authorized the purchase but it was actually that both the Northern and Southern Vice-Chairs were contacted about using a portion of their Office budget for this purchase which would be \$2,500 from each region. Jonathan Jaech had agreed that the Southern region would support this however the previous Northern Vice-Chair had not responded. The current Northern Vice-Chair, Kenneth Brent Olsen agreed to contribute the \$2,500 from his Office budget.

Robert Imhoff continued, stating that the total budget was \$5,600 and the additional \$600 had to be approved. Boomer Shannon said he would personally contribute \$100 so the remaining \$500 would not need to be approved.

**Questions:** Ted Brown asked what the purchased equipment was and where was it being stored. Robert Imhoff answered that the equipment had been purchased such that it could be split 50/50 between the North and the South. Some equipment purchased was not needed for the Convention but was purchased so that both regions had fully functioning equipment without have to borrow from each other. All items have been inventoried and have asset tags and Jonathan Jaech took possession of the South's asset but they are being stored by Alive Free Happy. Currently the North's assets are being stored in the Imhoff's garage.

Jonathan Jaech asked if it was appropriate for the equipment to be available to the county affiliates and it was the sense of the body that so long as there is a chain-of-custody it shouldn't be a problem. For instance, right now the Southern Vice-Chair took possession of the equipment so if something goes missing it will be his responsibility.

## Office Reports

### Northern Office:

Tyler Kuskie reported that he had visited the storage unit that the party is renting in the Sacramento Area and provided an inventory of the contents (attached as Appendix G).

**Questions:** Kenneth Brent Olsen asked what the cost of the Storage Unit was and it was answered to be approximately \$120 per month. Robert Imhoff, Tyler Kuskie and Kenneth Brent Olsen will meet and decide where the inventory can be stored.

### Southern Office:

Boomer Shannon reported that the office is small and they are storing supplies. They are collecting mail and are available if anyone wants to come by. Boomer Shannon asked that if someone wants to visit the office to call him first to insure someone is there.

**Questions:** None

**Motion:** Mimi Robson moved and Boomer Shannon seconded to have a 5 minute recess to set up audio visual equipment for the Convention proposals with no objection.

**Recessed:** 2:03 p.m.

**Reconvened:** 2:09 p.m.

## **2018 State Convention (Time Certain 2:00 p.m.)**

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### **2018 Long Beach Convention Proposal: (2:10)**

Honor “Mimi” Robson submitted her proposal to the Executive Committee prior to the meeting (Appendix H) and presented it orally at the meeting. The following points were added in the presentation:

#### **Further Benefits...**

- The host hotel is a Marriott which means we can use our Marriott rewards points for rooms for speakers, therefore there would be no out of pocket cost.
- There are many motels and hotels that surround the Marriott therefore members that decide not to stay in the host hotel will have lower cost alternatives.
- For those that do not stay in the Marriott, parking is still free.
- There are many food and beverage options that closely surround the Marriott so there are many dining options in addition to the hotel restaurants and bars.
- Negotiations are already underway with the Marriott so we will be able to finalize the contract quickly and begin pre-selling Convention Packages a full nine months prior to the event.

#### **Convention Committee Recommendations...**

- It would be beneficial for Robert and Jennifer Imhoff to be members of the Convention Committee as they have the experience from our recent Convention and can take the lessons learned there to improve the 2018 Convention.
- Thom Taylor has volunteered to be a member of the committee and has access to many amazing speakers. He has already been in contact with Matt Stone and Trey Parker, co-creators of South Park, and they have expressed interest in speaking in Long Beach!
- George Reis is an officer of the Orange County Affiliate and is in close proximity to Long Beach and has volunteered to help with organizing the event.
- Chuck Hamm, Chair of the Ventura Affiliate has volunteered to be a part of the planning and preparation for the event.

#### **Questions:**

Bill Lopez asked about shuttle service to the Long Beach Marriott from the surrounding airports. Mimi Robson answered that there is free shuttle service from the Long Beach Airport but there isn't a free shuttle option from Los Angeles International or Orange County airports.

Bill Lopez asked about additional Hotels and food options in the area as he is concerned that if we have the event in a secluded area it makes it harder for those on a budget to attend. Mimi Robson pointed out several options within about a mile and a half of the hotel and noted that the Marriott offers free parking so it would make it easier for those that wish to stay offsite to attend. She did mention that for the most part it wouldn't be within walking distance with the exception of restaurants, such as Baja Senora, which is a 5 minute walk from the hotel.

Jonathan Jaech questioned if the free parking was off-site and Mimi Robson answered that the on-site parking at the hotel itself is free.

Robert Imhoff asked three questions.

- If the Long Beach proposal is selected would you be willing to work with the other bidders in planning the convention?
  - Mimi Robson answered that whichever proposal is chosen she hopes to work on the committee for the convention to insure that it's a profitable and well attended event.
- What is your understanding of the menu options with alternate proteins for vegan and vegetarian diets?
  - Mimi Robson answered that the Long Beach Marriott offers many vegan and vegetarian options therefore all packages for the lunches and banquet will include a vegan option.
- Do you have an understanding of what the maximum per plate price would be for the lunches?
  - Mimi Robson answered that the Long Beach Marriott offers several buffet and plated lunch options which would range from \$36-\$49 per plate, which is far lower than the 2017 Convention lunch per plate cost.

Prior to the next two proposals Gail Lightfoot spoke to the committee regarding her intent of asking that we put out a call for bids for the Convention.

She stated, "The reason that I asked for a call for bids last August is that the party has gotten a little lax in planning the conventions enough ahead of time to promote them. And without a print newsletter it's even harder to do that. So now we have three separate bids and I have another suggestion to make if you don't decide on something today. But we've accomplished my purpose of having us act far enough in advance to succeed."

### **2018 Marina Del Rey Convention Proposal: (2:30)**

José Castañeda presented his proposal for the 2018 Convention to be held at the Marina Del Rey Hotel. There was a two page hand-out with hotel information (Appendix I) a pamphlet from the Marina Del Rey Tourism Board and two YouTube videos where shown:

<https://www.youtube.com/watch?v=tYhnAav0-Bo>, *Things To Do in Marina del Rey*

<https://www.youtube.com/watch?v=uFOyTaXlaA>, *Marina Del Rey Hotel*

The hotel doesn't offer a food and beverage program for complimentary meeting room space so the rental cost for the business room would be \$1,000 per day. If we have \$6,500 in sales for the luncheon the banquet room fee would be waived for the banquet room.

The room rate, per night, is \$289 and although the hotel said they would work with us on that it likely won't be much less than that.

### **Questions:**

Aaron Starr questioned the size of the meeting room. On the information provided it appears the largest room would only accommodate 100 people which is less than the attendance of the 2017 Convention. José Castañeda answered that he has seen the space and feels it could accommodate more.

Baron Bruno questioned the number of rooms in the hotel (155 total) and also mentioned that parking is \$30 per day. José Castañeda stated that parking would only be \$10 per day and there is beach parking approximately a block away that is only \$7 for each 24 hour period.

### **2018 Ontario Convention Proposal: (2:45)**

Gail Lightfoot presented her proposal for the 2018 Convention to be held in Ontario at the Ontario Radisson. Her purpose of the proposal is that she would like to see the party have an affordable and well run convention as it seems we haven't been doing that recently. This is the reason she brought up the call for bids when she did so we could get some competitive bids, which we did. This will inspire current members will go to the convention and inspire new members to join us.

- Convention History:
  - The years with the highest delegate count were between 2005 and 2011 with a high of 131 delegates and a low of 111 delegates.
  - The years with the lowest delegate count were between 2012 and 2016 with a high of 78 delegates and a low of 44 delegates
  - The 2017 Convention had 93 delegates.
  - We need to address the lower attendance problem by having conventions that are extremely affordable.

The Ontario Radisson was originally built as a Marriott and is the location of the 2003 State Convention. The Radisson offers the following:

- The hotel is directly adjacent to the Ontario Airport and they offer a free shuttle to and from the hotel.
  - The drawback is that the Ontario Airport is more expensive to fly into.
- The Radisson offers 21,000 square feet of flexible event and meeting space.
- 299 Guestrooms that have high speed internet and complimentary parking.
- There is a restaurant and a bar that sells food on the premises.

- They have an on-site gym, pool, spa and racquet ball and tennis courts.
- The room rate at the Radisson would be \$84 per night.
- The food and beverage requirement for a two and a half day event would be \$7,500 to have the meeting space provided at no charge.

Additional recommendations:

- Have a Friday training session for candidates given by the Leadership Institute ([www.leadershipinstitute.org](http://www.leadershipinstitute.org)).

### **Questions:**

Robert Imhoff asked three questions.

- If the Ontario proposal is selected would you be willing to work with the other bidders in planning the convention?
  - Gail Lightfoot answered that she is limited in her ability to travel as she is in San Luis Obispo and her son drives her now. But anything she can do from home she is willing to do and will welcome all the help she can get.
- Do you have an understanding of what the maximum per plate price would be for the lunches?
  - Gail Lightfoot showed a lunch menu on the screen that listed the per plate price for the lunch menu at \$23.95 however the menu was from 2013 (not current). It was also noticed that in addition to the per-plate pricing there was an additional 21% taxable service fee.
- What is your understanding of the menu options with alternate proteins for vegan and vegetarian diets?
  - Gail Lightfoot answered yes, she is very aware of what food options are available because she has food allergies. She is not just choosing to eat differently than other people, she gets sick if she eats the wrong thing.

**Motion:** Robert Imhoff moved and Boomer Shannon seconded to suspend the rules and extend the discussion for an additional 10 minutes. The motion passed with no objections. (3:11 p.m.)

### **Discussion:**

Jennifer Imhoff noted that in her presentation, Gail Lightfoot mentioned that for the 2003 Convention her and her companion had made a profit on the event. She questioned if Gail would be retaining any profit on this convention if her bid was chosen. Gail Lightfoot explained that in the past the profit did go to the organizers however the agreement could be written that the party would receive any profit.

Matthew Barnes spoke in support of Gail Lightfoot's proposal to have the 2018 Convention in Ontario. He stated that he and the Alive Free Happy Organization had originally intended to host the 2018 event as they have been waiting for 10 years to do so. He further stated that for

the past 10 years the party Officer's had already locked down the convention before he could present a proposal. He stated he was speaking on behalf of a large group of active members and urged the committee to vote for Ontario as the host location if they feel they have enough information to make a decision today.

**Motion:** Robert Imhoff moved to vote today on which location to hold the 2018 Convention; Ontario, Long Beach or Marina Del Rey.

**Motion:** Boomer Shannon moved and Robert Imhoff seconded to amend the motion to vote by roll call. Amendment passed without objection

**Discussion on Main Motion:**

Boomer Shannon stated he felt that the Committee should table the main motion until the next Executive Committee meeting in September to give the Convention bidders additional time, as two of the three proposals needed additional information for us to make a decision today.

Robert Imhoff spoke in opposition to tabling the main motion as all the bidders had sufficient time and the committee needs to make this decision now so that planning can go forward.

Time for discussion expired.

Main Motion passed without objections

<b>Vote:</b> (3:22 p.m.)	Boomer Shannon	Ontario
	Jason Wu	Ontario
	<b>David Bowers</b>	<b>Long Beach</b>
	<b>Wendy Hewitt</b>	<b>Long Beach</b>
	<b>Robert Imhoff</b>	<b>Long Beach</b>
	<b>Tyler Kuskie</b>	<b>Long Beach</b>
	<b>Jennifer Imhoff</b>	<b>Long Beach</b>
	<b>Baron Bruno</b>	<b>Long Beach</b>
	<b>Kenneth Olsen</b>	<b>Long Beach</b>
	Jonathan Jaech	Ontario
	<b>Steven Haug</b>	<b>Long Beach</b>
	<b>Mimi Robson</b>	<b>Long Beach</b>
	<b>Ted Brown</b>	<b>Long Beach</b>

<b>Long Beach</b>	<b>10 votes</b>
Ontario	3 votes
Marina Del Rey	0 votes
NOTA	0 votes

**Long Beach will be the host of the 2018 State Convention**



**Motion:** Robert Imhoff moved and Boomer Shannon seconded to have a 5 minute recess with no objection.

**Recessed:** 3:24 p.m.

**Reconvened:** 3:34 p.m.

## Committee Reports (continued)

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### Website Committee Report:

Jason Wu, Website Committee Chair, reported the following:

- Updated several events for both Northern and Southern California affiliates
- Per the Secretary's request, he separated Bylaws and Minutes into two separate pages
- Updated the Newsletter to include the newest edition

### **Questions:**

Ted Brown asked about the events on the website; the events are listed on the event page, however when you click on each event it brings you to a page where the date the event was posted is more prominent than the date of the event itself. Jason Wu said that he would look into correcting that.

Ted Brown asked if it would be beneficial for other members of the Executive Committee to have access to edit the website. Jason Wu answered that it would be up to the discretion of the Chair to determine who would have access.

**Point of Information:** Robert Imhoff asked who is currently on the Website Committee. Ted Brown answered that he didn't think there was a committee, just a webmaster. Boomer Shannon added that there is a committee and he was on it among others. Tyler Kuskie offered that there had been a Website Formation Committee in which he, Jarrett Tilford, Jason Wu and possibly others were members. He wasn't sure if that committee had continued after the website was created.

**Motion:** Robert Imhoff moved that whereas we only have one webmaster with full administrator access to the website and whereas the ability to update the website is critical, he proposed that the chair form a Website Committee and all members of the Committee have full access to edit the ca.lp.org website. Kenneth Brent Olsen seconded the motion.

**Discussion:** David Bowers questions how many people would have access as he fears that if the full committee had access it could create problems. He would feel comfortable with a smaller committee.



Boomer Shannon spoke against the motion stating that there have already been complaints that it takes too long to update the website and adding a committee into the mix will just make things take longer.

Jonathan Jaech spoke against the motion because he feels that it doesn't need to be micromanaged by a committee; we have a Chair that can add and remove administrators of the website as he sees fit.

**Call the Question:** Robert Imhoff moved to call the question

**Motion:** Boomer Shannon moved and Jason Wu seconded to suspend the rules and extend the time for discussion by 3 minutes.

**Vote:** 4 in favor and 5 opposed; does not have the 2/3's required.

**Vote:** Vote on Main Motion: 8 in favor and 3 opposed. Motion Passed.

**Website Committee:** The Chair appointed Jason Wu, Boomer Shannon, Mimi Robson, Tyler Kuskie and Robert Imhoff to the Website Committee.

### Database Committee Report:

Robert Imhoff, Database Committee Chair, submitted a report in advance (see Appendix J) and presented an oral report at the meeting.

**Questions:** Ted Brown asked what exactly the \$500 budget that the Committee is asking for would be used for. Robert Imhoff spoke to the question stating that the Committee would be purchasing the lowest tier of service for the three database programs that are under consideration for a three month test; NEON, CiviCRM and Nation Builder.

David Bowers questioned if we need to further consider NEON as it seems that we already know that it will fail. Boomer Shannon spoke to the question stating that the way that our current version of NEON is set up is not the way the current Database Committee would set it up. The way that the program is currently set up is broken so we would be testing the program in a different configuration to see if it could meet our needs. We won't know this until we test a clean version.

**Motion:** Whereas the Database Committee is ready to move on to Phase 2 Robert Imhoff moved and Baron Bruno seconded that the Executive Committee allocates \$500 for testing of a replacement database.

**Vote:** 8 in favor and none against. Boomer Shannon verbally abstained. Motion to allocate \$500 to the Database Committee passed.

### IT Report:

Robert Imhoff, submitted a written report after the meeting (see Appendix K) and presented an oral report at the meeting.

**Motion:** Baron Bruno moved and Kenneth Brent Olsen seconded to form an IT Committee.

**Discussion:** Jonathan Jaech questioned if the IT Committee would be separate from the Database Committee. Robert Imhoff spoke to the question stating that the two committees require separate skill sets and that the Database Committee has already just taken on a major task.

**Vote:** 9 in favor and none opposed. Motion to create an IT Committee passed.

**IT Committee:** The Chair appointed Jason Wu, Tyler Kuskie and Robert Imhoff to the IT Committee

### Communications Director Report:

Jennifer Imhoff, Communications Director, submitted a report in advance (see Appendix L) and presented an oral report at the meeting.

- Jennifer Imhoff would like to start up a Social Media Committee where she can delegate tasks to a couple of other people. She would set up a Hootsuite account so other committee members wouldn't have the account passwords.
  - The Chair, with the support of the body, authorized Jennifer Imhoff to add people to the Social Media accounts as she sees fit.

### Social Media:

Jennifer Imhoff, Social Media Chair, submitted a report in advance (see Appendix M) and presented an oral report at the meeting.

- Jennifer Imhoff also requested a budget of \$25 to boost certain posts and see how effective that would be.

**Motion:** Baron Bruno moved and Boomer Shannon seconded to allot \$90 (\$30 per month) to be used to boost social media posts. The motioned passed with no objection.

## Budget

---

**Motion:** Boomer Shannon moved and David Bowers seconded to Table the Budget until our next meeting. The motion passed without objection.

**Motion:** Boomer Shannon moved and Jason Wu seconded to Table the Candidate Support Committee until the end of the day. Tyler Kuskie objected.

**Vote:** 7 in favor and 1 opposed. The motion passed.

## Bylaws Committee Election

---

Per the Bylaws, the Executive Committee appoints a 5 member Bylaws Committee to present amendments to the Bylaws at the next Convection. Nominations opened for Bylaws Committee Members.

Jennifer Imhoff nominated **Mimi Robson**

Kenneth Brent Olsen nominated **Boomer Shannon**

Boomer Shannon nominated **A Brent Olsen**

Mimi Robson nominated **Robert Imhoff**

David Bowers nominated **José Castañeda**

David Bowers nominated **Gail Lightfoot**

<b>Vote:</b>	<b>Kenneth Brent Olsen</b>	<b>10</b>
	<b>Robert Imhoff</b>	<b>8</b>
	<b>Mimi Robson</b>	<b>7</b>
	<b>Boomer Shannon</b>	<b>7</b>
	<b>José Castañeda</b>	<b>7</b>
	Gail Lightfoot	6
	Jennifer Imhoff (write-in)	2
	NOTA	1

**Kenneth Brent Olsen, Robert Imhoff, Mimi Robson, Boomer Shannon and José Castañeda were elected to the Bylaws Committee. The Committee will elect the Chair of the Committee.**

## National Platform Committee Representative Election

---

Per National Libertarian Party (NLP) Bylaws, Article 11.3, as the state with the largest number of sustaining members California is to name a Platform Committee member for the 2018 national convention in New Orleans. NLP Bylaws, Article 11.5, also specifies that California can opt to appoint one or more ranked alternates for that same position, in case the primary appointee later vacates the position or is absent from a meeting.

Nominations opened for the National Libertarian Bylaws Committee Member.

Wendy Hewitt nominated and Boomer Shannon seconded **Aaron Starr**  
Robert Imhoff nominated and Boomer Shannon seconded **Mimi Robson**

<b>Vote:</b>	<b>Aaron Starr</b>	<b>7</b>
	<b>Mimi Robson</b>	<b>6</b>

**Aaron Starr was elected as the National Bylaws Committee Representative and Mimi Robson was elected Alternate Bylaws Committee Representative.**

### Candidate Support Committee and Fundraising

Ted Brown indicated that at the April 30, 2017 Executive Committee it was approved that the Chair would appoint a lesser number of members to the Candidate Support Committee, however in the original motion to create the Candidate Support Committee it was stated that the Committee would be made up of all the members of the Executive Committee.

**Motion:** Jonathan Jaech moved and Mimi Robson seconded to allow the Chair to appoint a lesser number of members to the Candidate Support Committee.

**Vote:** 12 in favor and none opposed. Motion passed.

**Candidate Support Committee:** In addition to himself the Chair, Ted Brown, appointed Jonathan Jaech, Mimi Robson, Baron Bruno and Alex Appleby to the Candidate Support Committee.

Ted Brown also reported that Stephen Blakeman resigned as the Treasurer of the Candidate Support Committee.

**Motion:** Boomer Shannon moved and Kenneth Brent Olsen seconded to authorize the Chair to appoint the Treasurer of the Candidate Support Committee. Motion passed with no objection.

**Ted Brown will appoint a Treasurer for the Candidate Support Committee within the next week.**

**Motion:** Boomer Shannon moved and Kenneth Brent Olsen seconded that the Libertarian Party of California wishes to thank Stephen Blakeman for his service as Treasurer of the Candidate Support Committee. Objections raised.

**Vote:** 4 in favor and 5 opposed. Motion failed.

## Campaign 2018

Baron Bruno reported that he hasn't yet started fundraising as he was waiting for procedures to be in place for accepting donations through a database and also the ability of accepting credit card donations. He also reported that he wants to create an online resource to make it easier for candidates to get the information they need to run an effective campaign and in the process monetize the system by offering the service to candidates in other states.

## Set Next Meeting

**Motion:** Ted Brown moved to set next meeting on Saturday, September 23<sup>rd</sup> at Harry's Hofbrau. Motion passed with no objections.

**Next meeting will be at Harry's Hofbrau, 390 Saratoga Avenue, San Jose, CA 95129 on Saturday, September 23, 2017.**

## Adjournment

The Executive Committee was adjourned at 5:26 p.m.

Minutes were approved by the Executive Committee via email motion on June 22, 2017

Respectfully Submitted



Honor M Robson  
Secretary  
California Libertarian Party



## **LNC REPORT (submitted by Aaron Starr)**

Membership levels reached a recent high in January at 20,714, but we anticipate losing anywhere from 4,000 to 5,000 by August. As of the end of May we had just over 18,300 active donors.

Our development director, Lauren Daugherty, has been performing a good job. The party raised around \$378,000 in the first quarter of the year, which is higher than the first quarter fundraising for any year going back to at least 2005. Since a larger than normal portion of the Q1 revenue was from a single individual and those results were combined with two successful matching challenge fundraising efforts, we should not necessarily expect the rest of the year to be as good.

We decided not to renew Carla Howell's contract as Political Director, instead, we will be hiring a Communications/Press Secretary and a Candidate Support and Recruiter.

On the ballot access front, we emerged from the 2016 elections with retained or gained ballot access in 37 states plus D.C., the highest ever after an election in the party's history.

We interviewed a pair of political consultants for a task of extensively reviewing and making recommendations for the Libertarian Party's messaging (and modes of messaging), inclusion in the debates, fundraising and campaign finance, campaign mechanics and state and local affiliates. Their proposal was rejected.

There has been some concern over Social Media Management. The LNC established a five-member Social Media Process Review committee to make recommendations on how to best handle social media.

The Audit Committee engaged Mark Frye's firm to conduct the 2016 audit at a cost of \$14,000.

The LNC directed staff to build relationships with sympathetic Congressional staffers, particularly in the Senate, and direct up to half of our candidates and campaigns budget for that purpose.

The LNC contributed \$5,000 towards a special election for filling a congressional seat in Montana. That candidate performed well in the debates, but only received 6% of the vote in a three-way race.

The LNC has established a Historical Preservation Committee for cataloging, preserving, and resending historical Libertarian Party documents. The LNC is spending \$5,000 to move records from D.C. to Colorado.

The LNC through its Convention Oversight Committee will be searching for potential locations for the 2020 Presidential Nominating Convention. Perhaps we can get in a bid for Los Angeles again.

Bylaws Committee was populated with ten members from a pool of 51 applications. Joshua Katz was selected as the interim chair.

Platform Committee is a twenty-member committee. Five of those members are selected by the LNC and the balance by eligible affiliates. The LNC shoes five members from a pool of 81 applicants. It required six rounds of voting and finally a coin toss to break a tie in selection the fifth person. Alicia Mattson was selected as the interim chair. California is entitled to select a member.



**Northern Vice-Chair's Report**  
Appendix B

**June 11, 2017 - Northern Vice-Chair's Report**

1) County Activity

A) Actively Affiliated Counties: 12

Alameda  
Contra Costa  
El Dorado  
Kings  
Monterey  
Nevada  
Placer  
Sacramento  
San Francisco  
San Mateo  
Santa Clara  
Yolo

B) Active Unaffiliated Counties: 6

Fresno (December 2017)  
San Joaquin (likely affiliating 9/22/2017)  
Santa Cruz (likely affiliating 11/16/2017)  
Solano  
Stanislaus  
Tulare

C) Unknown Status: 1

Plumas (Organized, but unaffiliated with State Party)

D) Inactive Counties: 29

Alpine  
Amador  
Butte  
Calaveras  
Colusa  
Del Norte  
Glenn  
Humboldt  
Inyo  
Lake  
Lassen  
Madera  
Marin  
Mendocino  
Merced  
Modoc



Mono  
Napa  
San Benito  
Shasta  
Sierra  
Siskiyou  
Sonoma  
Tehama  
Trinity  
Tuolumne  
Yuba

- 2) Registered Libertarians in Northern Region: 58,349  
Percent Libertarian Registered Voters Northern Region: 0.75%  
Members of the State Party in Northern Region: 435  
Central Committee Members in Northern Region: 376
- 3) Activities: Meetings in all organized counties being held monthly or nearly monthly.  
  
Libertarian Party of Santa Clara County booth at Berryessa Art and Wine Festival - May  
Libertarian Party of Kings County booth at weekly Thursday Night Market Place  
Libertarian Party of San Francisco 4th Annual Panel Discussion - June 11  
Libertarian Party of San Francisco booth at Pride Fair - June  
Libertarian Party of Nevada County booth at Nevada County Fair - August  
Libertarian Party of Plumas County booth at Plumas-Sierra County Fair - August
- 4) Supplies: Northern Vice-Chair needs to gain access to supply storage and make full inventory.
- 5) County Officer Summit: Northern Vice-Chair is in discussion with county affiliates in Northern region to have summit between all organized/organizing counties.
- 6) The Northern Vice-Chair plans to appoint two to three deputies to help organize counties near them in the Northern region.
- 7) The Northern Vice-Chair wants to evaluate use of available resources in order to better facilitate providing supplies/funds to county affiliates for use in activities. County parties are doing the work and building parties and need help from the State Party.

This report is hereby submitted June 3, 2017.

In Liberty,

Kenneth Brent Olsen, Psy.D.  
Northern Vice-Chair  
Libertarian Party of California



## Southern Vice-Chair's Report Appendix C

### June 11, 2017 - Southern Vice-Chair's Report

This is the first quarter after our 2017 convention April 28-30, so I'm calling it Q1. We got a nice energy boost from the convention. After the fatigue of hard work passed, people turned to their activism business, thinking ahead to next year or to building infrastructure and relationships for liberty. Our new Secretary and Treasurer have been diligent and hard working - not that others haven't been. We are fortunate to have such committed and capable people joining us.

There's no way I can report on all the swirling political currents, but here's a few. Jimmy Gomez ended up plastering false-Democrat Robert Lee Ahn by a 20% margin for the 34th Congressional District. It's pretty much a one-party state here in the Metropolis of Southern California, with just a few Republican enclaves holding on. The Commissariat is moving to take any further semblance of control over our own health care away from us, with California single-payer. In exchange they offer an illusion of adequate care for all. LA County passed a sales tax increase to fund special interests claiming sovereignty over homeless people. Darkness increases all around us, but we must still carry on with genuine hope for true and lasting liberty.

More towards the navel, Boomer made a trip to the San Diego Convention. I'd like to hear his report after I'm done, if he's willing. If anyone else here was there, let's hear from them too. Michael Warnken is still considering the job of Chair Pro Tem in Santa Barbara. He needs to join the Central Committee first; we'll get that done if it's meant to be. If you know of anyone else interested in the job, let me know. If I understood her correctly, Gail Lightfoot hinted that the Ex Com should consider rescinding any prior disaffiliation of the last SLO County affiliate chaired by Gail. I will let Gail speak for herself because I am not sure I understood her meaning correctly. I'd prefer to see local activists hold an organizing convention in each of those Counties, after we help them by reaching out to libertarian voters with some of our newly exercised capabilities. The first part of that has to happen before the second can. The first ain't happening yet, apparently due to lack of interest.

The affiliate-organizing-by-convention business is putting the cart before the horse, if it lacks local support. Before visible affiliates can organically emerge, grassroots support must be cultivated. We need informal clubs that identify as libertarian and support one another. Just groups of friends, really, who identify with us and include members of our central committee. Friends will collaborate on ways to make friends and support one another without getting thumped by the powers-that-be. Once we have a friends network doing grassroots activism, the visible affiliates with spending power will emerge when they are needed. I'd like to hear your ideas and plans about how you are going to build your own libertarian club, and make it thrive wherever you are. And I encourage the Ex Com to support people who are doing such things without trying to control them. Let's set an example of mutual respect, non-aggression and group effectiveness for others. Let's make the Ex Com a group we are all honored and privileged to be a part of, because of the remarkably good things we accomplish and the great friends we make while working together. There are a million other things to say, but I'm out of time.



## Secretary's Report Appendix D

### Secretary's Report

For June 11, 2017 Executive Committee Meeting

**The following is the status of LPC Minutes since last reported at the Executive Committee Meeting on February 26, 2017 in Monrovia:**

- November 19, 2016 Executive Committee Minutes – A motion to amend was made by Honor Robson and Seconded by David Bowers on March 1, 2017. Voting ended after 120 hours on March 6, 2017 as follows:
  - Voting “aye”: Gale Morgan, Brian Thiemer, Jonathan Jaech, Ted Brown, Alex Appleby, Baron Bruno, David Bowers, Wendy Hewitt, Honor Robson and Gail Lightfoot
  - Voting “nay”: none

With a final vote tally of 10 – 0 the motion passed with greater than a simple majority of 8

- February 26, 2017 Executive Committee Minutes – Draft Minutes were distributed via email on March 9, 2017. After email discussion a motion was made by Honor Robson and seconded by William Hajdu to approve on March 12, 2017. Voting ended after 120 hours on March 17, 2017 as follows:
  - Voting “aye”: Honor Robson, William Hajdu, Starchild, Ted Brown, Wendy Hewitt, Alex Appleby, Jonathan Jaech and Baron Bruno
  - Voting “nay”: none
  - Expressed Abstention: Brian Thiemer

With a final vote tally of 8 – 0 – 1 the motion passed with a simple majority of 8

- April 29-30, 2017 Convention Minutes – Draft Minutes were distributed via email on May 14, 2017. After email discussion a motion was made by Honor Robson and seconded by Kenneth Brent Olsen to approve on May 17, 2017. Voting ended after 48 hours, with all Committee Members assumed to be present (per the Bylaws) on May 19, 2017 as follows:
  - Voting “aye”: Ted Brown, Steven Haug, Alex Appleby, Honor Robson, Kenneth Brent Olsen, Susan Marie Weber, Jennifer Imhoff, Tyler Kuskie, Robert Imhoff, Wendy Hewitt, Zachary Moore and David Bowers
  - Voting “nay”: none
  - Abstention: Jonathan Jaech, Boomer Shannon and Jason Wu

With a final vote tally of 12 – 0 – 3 the motion passed with a 2/3 Majority.

- April 30, 2017 Executive Committee Minutes – Draft Minutes were distributed via email on May 21, 2017. After email discussion a motion was made by Honor Robson and seconded by Robert Imhoff to approve on May 24, 2017. Voting ended after 48 hours, with all Committee Members assumed to be present (per the Bylaws) on May 26, 2017 as follows:

- Voting “aye”: Steven Haug, Jennifer Imhoff, Honor Robson, Kenneth Brent Olsen, Wendy Hewitt, Robert Imhoff, Tyler Kuskie, Ted Brown, Jonathan Jaech, Alex Appleby, Zachary Moore and David Bowers
- Voting “nay”: none
- Abstention: Susan Marie Weber, Boomer Shannon and Jason Wu

With a final vote tally of 12 – 0 – 3 the motion passed with a 2/3 Majority

**The following is the status of LPC email motions since I assumed the position as Party Secretary** (Note: Email motions made after the last reporting on June 27, 2016 and prior to February 1, 2017 (if any) have not been reported as I have no access to business transacted in that time period):

- Election to fill At-Large Representative Seat after the resignation of Eric Vaughnes on May 1, 2017. Honor Robson moved and Kenneth Brent Olsen seconded that Jennifer Imhoff, At-Large Alternate Representative, fill the vacated At-Large seat on May 2, 2017. Voting ended after 48 hours, with all Committee Members assumed to be present (per the Bylaws) on May 3, 2017 as follows:
  - Voting “aye”: Jennifer Imhoff, Alex Appleby, Robert Imhoff, Wendy Hewitt, David Bowers, Kenneth Brent Olsen, Steven Haug, Honor Robson, Zachary Moore, Jonathan Jaech and Ted Brown
  - Voting “nay”: none
  - Abstention: Susan Marie Weber, Tyler Kuskie, Boomer Shannon and Jason Wu(Note: Tyler Kuskie voted aye after the voting had closed.)

With a final vote tally of 11 – 0 – 4 the motion passed with a 2/3 Majority

**The following is the status of LPC Membership since last reported at the State Convention on April 29, 2017 in Santa Clara:**

- The membership at the end of the first quarter of 2017 was 1,044 members and the membership as of May 31, 2017 was 977 which is a 7% decrease. Much of this drop seems to be members that joined at the time of the 2016 presidential election and had not affiliated with a county or signed the State Pledge.
- Joe Dehn, Santa Clara County Chair, requested that I produce a report which shows the total membership numbers by county and that document is attached to this report.

#### **Membership database:**

- Since the 2017 Convention I have continued my work in reconciling the state database with the County Affiliate records. I have completed the reconciliation of the following counties:
  - Contra Costa
  - Kings
  - Monterey

NOTE: Jane Heider, Secretary, sent a check for \$75 that hasn't been processed by the state. The membership has been updated and she will send a replacement check.

- Orange
- San Diego

NOTE: I am still working with Jim Deuweke to finalize their membership.

- San Francisco
- San Mateo
- Santa Clara
- Ventura

- I have still not been able to verify the County Executive Committee members for Nevada County and Kern County.
- I am still working to correct the issue of memberships that show as being "Deferred."

### **2017 Convention:**

Although the on-site registration was a bit hectic as Jennifer Imhoff, Susan Aquino and I were getting into a rhythm; we were able to get all delegates registered and process all purchases through NEON. For future Conventions I would suggest the following process be followed:

- Have three stations set up for registration
  - One station for general convention check-in; pre-purchased packages
  - One station; delegate check-in for sign in and to obtain delegate badge
  - One station for all on-site purchases and non-registered delegates which would include access to NEON (or other membership database)
    - All on-site registration and purchases should require completion of registration forms, including credit card information, to reduce the time required for each registrant

### **Operating Procedures Manual:**

#### **Bylaw 29: Operating Procedures Manual**

The Secretary shall maintain an addendum to the bylaws that contains operating procedures that are created by a vote of the Executive Committee or the Operations Committee.

The addendum shall be published and made available in the same way as the bylaws so that anyone who can access the bylaws can also access the addendum, including, publication of the page on the Party's website that is readily available to any member, to be updated in the manual within 30 days.

- After extensive research it appears that the Operating Procedures Manual hasn't been maintained for many years. Therefore it seems the best way to move forward is to start building a collection with only the policies adopted by the current board.

- It would be noted that this is an incomplete collection and will start from the date of the first standing resolution.

**Libertarian Party of California State and County Bylaws:**

**Bylaw 10: Officers**

***Section 5***

.....

The Secretary shall cause the most recently adopted Platform, Program, and Bylaws and Convention Rules, as well as the Bylaws of all county organizations to appear on the Party website not more than thirty days after adoption.

- Per the Bylaws, it is the Secretary's responsibility that the most current California Libertarian Party Bylaws as well as the Bylaws of each County Affiliate to be posted to the State website
- It will be necessary to separate the Bylaws from the Minutes on the State website, therefore I request that a separate, clickable tab be added to the "About" menu of the website for Bylaws
- I will be requesting that each County Affiliate send a pdf file of their most recently adopted Bylaws so that they can be added to the website

Respectfully Submitted,  
Honor "Mimi" Robson  
Secretary  
Libertarian Party of California

Secretary's Report  
Appendix D

County Affiliation	Life	Total Membership	Central Committee Members	Total Membership	Central Committee Members
		<b>4/30/2017</b>		<b>5/31/2017</b>	
Unaffiliated	9	45	34	31	22
No County	0	85	2	40	1
<b>Total</b>	<b>9</b>	<b>130</b>	<b>36</b>	<b>71</b>	<b>23</b>
		<b>Northern California</b>		<b>Northern California</b>	
<b>Alameda</b>	<b>15</b>	<b>49</b>	<b>41</b>	<b>48</b>	<b>41</b>
Amador	1	3	3	3	3
Butte	1	3	3	3	3
Calaveras	0	1	1	1	1
Colusa	0	1	1	1	1
<b>Contra Costa</b>	<b>15</b>	<b>29</b>	<b>28</b>	<b>30</b>	<b>29</b>
<b>El Dorado</b>	<b>0</b>	<b>14</b>	<b>10</b>	<b>14</b>	<b>10</b>
Fresno	0	8	5	8	5
Humboldt	0	1	1	1	1
<b>Kings</b>	<b>0</b>	<b>9</b>	<b>9</b>	<b>10</b>	<b>9</b>
Madera	1	2	2	2	2
Marin	7	13	9	13	9
Mendocino	2	5	5	5	5
<b>Monterey</b>	<b>1</b>	<b>10</b>	<b>7</b>	<b>9</b>	<b>6</b>
Napa	1	2	2	2	2
<b>Nevada</b>	<b>0</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>
<b>Placer</b>	<b>2</b>	<b>11</b>	<b>10</b>	<b>12</b>	<b>11</b>
<b>Sacramento</b>	<b>5</b>	<b>37</b>	<b>23</b>	<b>44</b>	<b>30</b>
<b>San Francisco</b>	<b>22</b>	<b>45</b>	<b>44</b>	<b>44</b>	<b>44</b>
San Joaquin	2	9	7	10	10
<b>San Mateo</b>	<b>16</b>	<b>31</b>	<b>25</b>	<b>29</b>	<b>24</b>
<b>Santa Clara</b>	<b>44</b>	<b>90</b>	<b>83</b>	<b>90</b>	<b>84</b>
Santa Cruz	5	8	7	8	7
Shasta	0	2	2	2	2
Siskiyou	1	2	2	2	2
Solano	3	9	6	9	6
Sonoma	7	13	11	13	11
Stanislaus	1	6	4	5	4
Tulare	1	7	7	6	6
<b>Yolo</b>	<b>0</b>	<b>6</b>	<b>4</b>	<b>6</b>	<b>4</b>
Yuba	1	2	2	2	2
<b>Region Total</b>	<b>154</b>	<b>431</b>	<b>366</b>	<b>435</b>	<b>376</b>
		<b>Southern California</b>		<b>Southern California</b>	
Imperial	1	1	1	1	1
<b>Kern</b>	<b>1</b>	<b>9</b>	<b>7</b>	<b>9</b>	<b>7</b>
<b>Los Angeles</b>	<b>56</b>	<b>161</b>	<b>140</b>	<b>146</b>	<b>132</b>
<b>Orange</b>	<b>27</b>	<b>87</b>	<b>74</b>	<b>90</b>	<b>78</b>
<b>Riverside</b>	<b>4</b>	<b>25</b>	<b>19</b>	<b>26</b>	<b>20</b>
<b>San Bernardino</b>	<b>5</b>	<b>24</b>	<b>21</b>	<b>25</b>	<b>22</b>
<b>San Diego</b>	<b>31</b>	<b>89</b>	<b>68</b>	<b>115</b>	<b>96</b>
San Luis Obispo	2	9	8	8	8
Santa Barbara	6	13	12	12	11
<b>Ventura</b>	<b>10</b>	<b>37</b>	<b>35</b>	<b>39</b>	<b>37</b>
<b>Region Total</b>	<b>143</b>	<b>455</b>	<b>385</b>	<b>471</b>	<b>412</b>
<b>State Total</b>	<b>306</b>	<b>1016</b>	<b>787</b>	<b>977</b>	<b>811</b>

Note: Counties in **BOLD** are affiliated with the State.

# Management Report

Libertarian Party of California

For the period ended May 31, 2017

Treasurer's Report

Appendix E



Prepared on

June 10, 2017



# Table of Contents

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# Profit and Loss

January - May, 2017

	Total
<b>INCOME</b>	
4010 Gifts-Unrestricted-One Time	2,165.00
4011 Gifts-Unrestricted-Recurring	1,898.00
5210 Membership Dues-Renewal	2,350.00
5212 Membership Dues-New Member	2,973.79
5310 Interest - Checking and Savings	0.78
5810 Event Fee Revenue	13,734.83
6999 Uncategorized Income	140.00
x Sales of Product Income	1,312.32
<b>Total Income</b>	<b>24,574.72</b>
<b>GROSS PROFIT</b>	<b>24,574.72</b>
<b>EXPENSES</b>	
7520 Accounting Fees	875.00
7540 Independent Contractor Fees	94.49
8110 Office Supplies	60.00
8130 Telephone & Telecommunications	257.92
8134 Domain & Website Services	1,612.69
8170 Printing & Copying	686.93
8210 Office Rent	1,096.78
8260 Equipment Rental & Maintenance	5,885.48
8290 Event Meals	-1,075.00
8310 Travel, Meals and Meeting Expenses	22,378.09
8520 Insurance - Liability & Casualty	168.50
8560 Outside Computer Services	1,597.84
8570 Advertising	151.22
8590 Credit Card & Transaction Processing	754.40
<b>Total Expenses</b>	<b>34,544.34</b>
<b>NET OPERATING INCOME</b>	<b>-9,969.62</b>
<b>NET INCOME</b>	<b>\$ -9,969.62</b>

# Balance Sheet

As of May 31, 2017

		Total
<b>ASSETS</b>		
<b>Current Assets</b>		
<b>Bank Accounts</b>		
1010 Wells Fargo Checking 3121		15,529.16
<b>Total Bank Accounts</b>		<b>15,529.16</b>
<b>Other Current Assets</b>		
1320 Loans Receivable		-3,500.00
<b>Total Other Current Assets</b>		<b>-3,500.00</b>
<b>Total Current Assets</b>		<b>12,029.16</b>
<b>TOTAL ASSETS</b>		<b>\$12,029.16</b>
<b>LIABILITIES AND EQUITY</b>		
<b>Liabilities</b>		
<b>Current Liabilities</b>		
<b>Accounts Payable</b>		
2010 Accounts Payable		114.00
<b>Total Accounts Payable</b>		<b>114.00</b>
<b>Credit Cards</b>		
2012 Credit Cards		
01 Kevin Takenaga		-588.00
<b>Total 2012 Credit Cards</b>		<b>-588.00</b>
<b>Total Credit Cards</b>		<b>-588.00</b>
<b>Total Current Liabilities</b>		<b>-474.00</b>
<b>Total Liabilities</b>		<b>-474.00</b>
<b>Equity</b>		
3900 Retained Earnings		15,103.12
3999 Opening Balance Equity		7,369.66
Net Income		-9,969.62
<b>Total Equity</b>		<b>12,503.16</b>
<b>TOTAL LIABILITIES AND EQUITY</b>		<b>\$12,029.16</b>

2017 Convention Committee Report  
Appendix F



# 2017 LPC Convention Post Event Report

**The Libertarian Party of California**  
825 S. Myrtle Avenue, Monrovia, California 91016  
(916) 446 1776 | [CA.LP.ORG](http://CA.LP.ORG)



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## Executive Overview

The 2017 convention committee managed to put together a successful convention under many pre-existing restraints. Our goal going into this convention was to increase both general and delegate attendance and to begin addressing the recurring complaints of past years.

Based on this internal convention committee goal we were successful by seeing with the highest level of attendance in over 6 years! In addition we feel that we had addressed many of the concerns raised about past conventions and it has shown through individual thanks and letters to the executive committee.

With a combination of an aggressive internal scheduling, innovative strategies and detailed communication the convention committee was able to prepare the state convention in under 70 days. Through these efforts the 2017 convention has been able to regain delegate confidence in the value of our yearly state convention. This year we included a lot of traditional convention activities along with requirements set forth by our bylaws. Additionally we were able to experiment with various new components, such as live streaming, added presentation with pipe and draping, professional signage, and uniformed volunteers.

At this time, we are unsure of this event's final financial results due to charge discrepancies from the Santa Clara Marriott, PSAV, and speaker reimbursement. The convention committee is still currently working out these details with the appropriate parties to ensure all charges match services rendered. We have prepared an estimated P&L estimate in this report but will submit a finalized and detailed report as soon as available.



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## General Information

### Event Details

**Name:** 2017 LPC annual state convention

**Dates:** April 28th, 2017 - April 30th, 2017

**Location:** Santa Clara Marriott, 2700 Mission College Blvd, Santa Clara, CA 95054

**Region:** Northern California

### Committee Members

Alex Appleby

Bill Lopez

Boomer Shannon

Jennifer Imhoff

Mark Hinkle, Advisor

Robert Imhoff

Starchild

Ted Brown, Chair

### Event Description

The Libertarian Party of California convention is an annual event where general state business is conducted. This meeting is where all state delegates are invited to participate in several annual agendas; including elections of officers, officer reports, bylaws meeting and platform meeting. Additionally the convention hosts several speakers to discuss Libertarian issues and viewpoints. The convention traditionally hosts a Friday night reception and a Saturday plated banquet.

The additional goals of the Convention Committee this year were to increase attendance, media coverage and outreach, as well as introduce live streaming and recording of the event.



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## Background

The 2017 LPC convention committee reviewed two locational bids submitted at the executive committee on November 19th, 2016. The Bid for the Santa Clara Marriott, which was engaged by Boomer Shannon, was selected and signed on December 22, 2016 by Ted Brown. A newly formed committee, as directed by Ted Brown, first met on February 13th, 2017 via phone call to continue the planning coordination.

The Santa Clara Marriott is centrally located in Santa Clara, California. This location is 5 miles away from the San Jose Airport (SJC) and 30 miles away from both San Francisco Airport (SFO) and Oakland Airport (OAK). The location was also 5 miles away from the CalTrain train station. The Hotel offered reasonable rates for the rooms (\$119/night) and many amenities including public WiFi, business center, and dining options. The contract as negotiated, prior to this committee's involvement, offered a very low F&B requirement (\$10,000 minimum) but did not include basic A/V and had a high hotel room fill minimum (100 nights). Robert and Jennifer met on site with the Marriott representative to negotiate the contract on February 23rd, 2017, however they were unable to change any contract language with the exception of Marriott's rewards points number change.

## Santa Clara Marriott

### Room Rates

The Santa Clara Marriott contracted with us a room rates of \$119/night. The room block was available until April 7th; however we were able to negotiate a week extension to this date due to low bookings. The contract was written to guarantee 80% of the committed 100 room reservations across the two day block. The LPC was able to book 68 room nights of the 80 night minimum. Parking at the hotel was not included with room reservations. Parking was \$12 per day.

### Space Planning & Maps

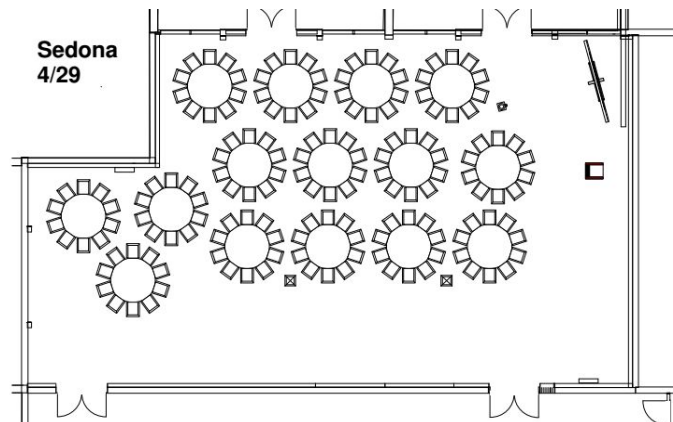
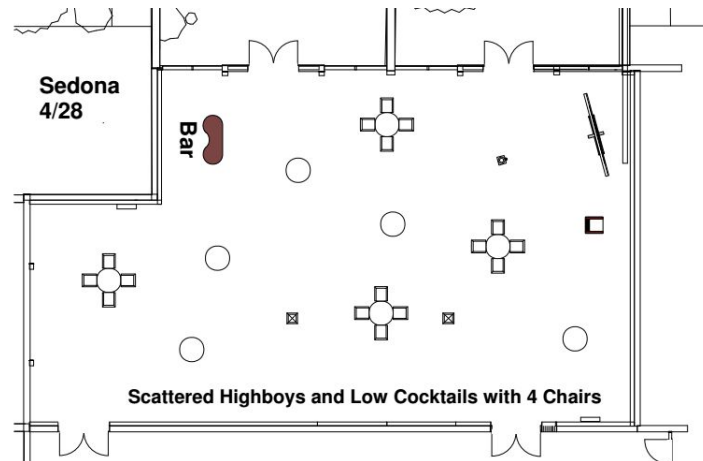
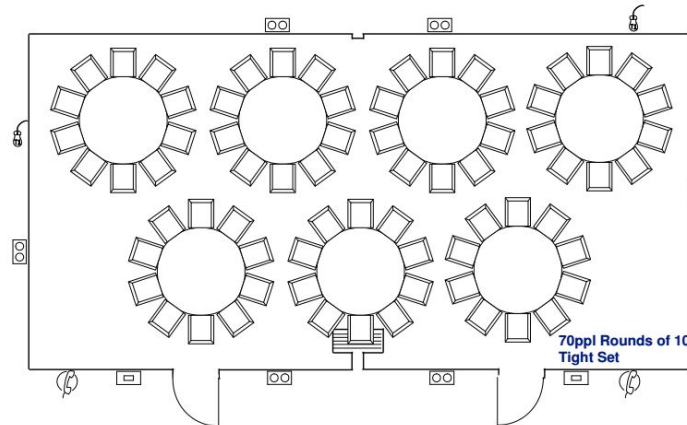
The Santa Clara Marriott allocated us the Sedona Room for both the Friday night reception and the Saturday banquet. The reception had a scattered mix of tables with a registration table near the entrance, cash bar near the back, and a projector screen and lectern in the front. This room was reconfigured to have a projector screen and lectern in the front and scattered round tables of 8 with a bar off to the side. The Rest of the convention was held in the Grand Ballroom occupying Suites A-D and Prospector A & B. The Prospector room is where we hosted the lunch speaker with mixed round.





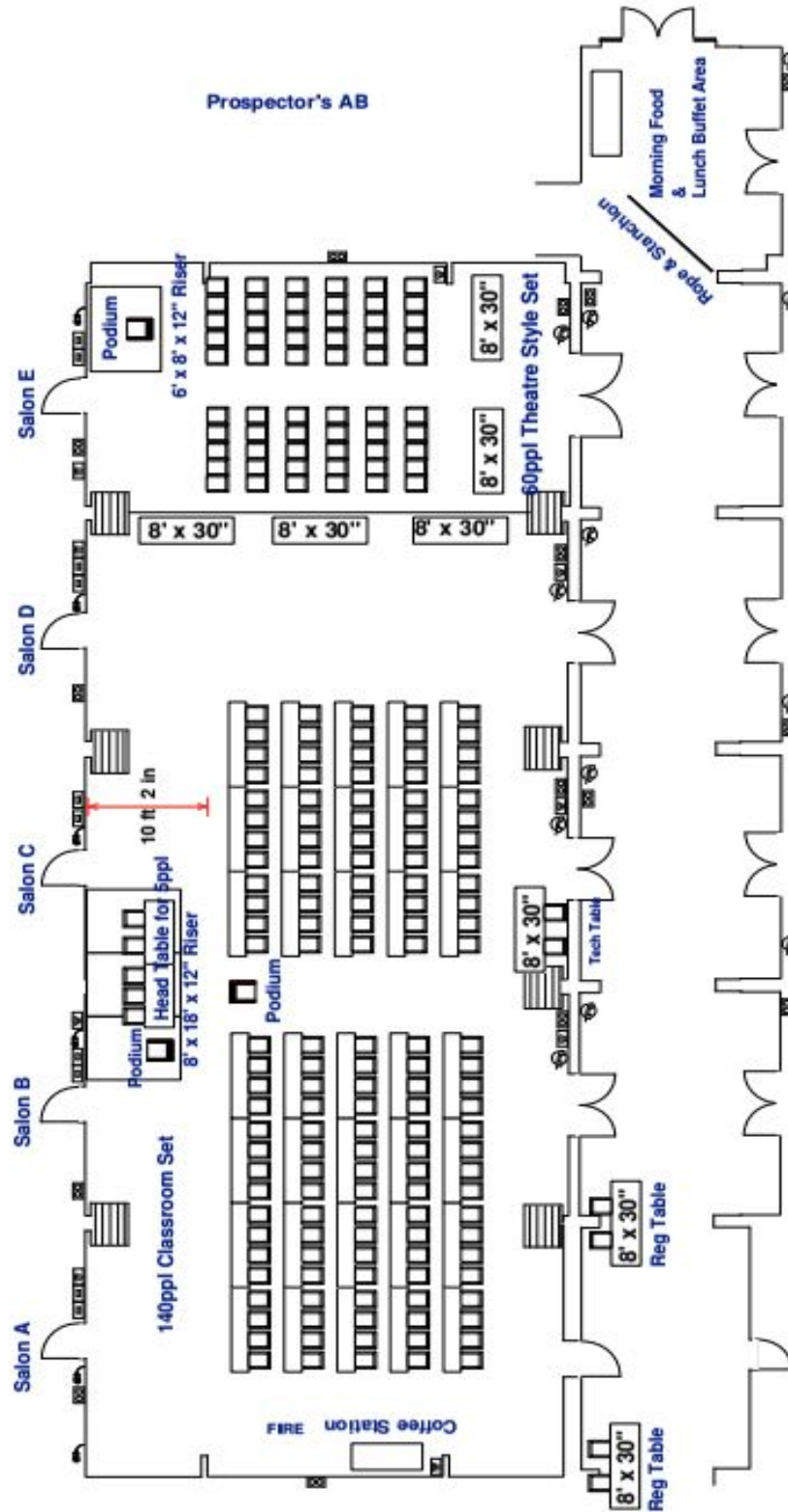
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**Libertarian Party of CA  
Prospector's AB  
Saturday and Sunday**





**Libertarian Party of CA  
Grand Ballroom  
Saturday and Sunday**





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### Food & Beverage

The hotel contract included a \$10,000 F&B minimum requirement. While low compared to most offers the cost for food packages was high and each purchase was subject to a 24% service charge and a 9% tax. End total spend on F&B was \$17,925.35

#### Friday Reception

Cash Bar	\$150/ 4 Hours	x1	\$150	
Popcorn Package	\$16/ Person	x25	\$400	
Bacon Package	\$24/ Person	x25	\$600	
Service			\$240	
Tax			\$111.60	<b>T \$1501.60</b>

#### Saturday Floor

Cash Bar	\$150/ 4 Hours	x1	\$150	
Coffee Service - Regular	\$110/ Gallon	x2	\$220	
Coffee Service - Decaf	\$110/ Gallon	x1	\$110	
Assorted Fresh Cut Fruit	\$6.50/ Person	x10	\$65	
Assorted Donuts	\$55/ Dozen	x1	\$55	
Bagels and Cream Cheese	\$55/ Dozen	x1	\$55	
Assorted Fruit Danish	\$55 / Dozen	x1	\$55	
Buffett - South West	\$54/ Person	x45	\$2,430	
Service			\$717.60	
Tax			\$333.69	<b>T \$4,191.29</b>

#### Saturday Banquet

Cash Bar	\$150/ 4 Hours	x1	\$150	
Banquet Plated Meal	\$69/ Person	x43	\$2967	
Service			\$712.08	
Tax			\$331.12	<b>T \$4,160.20</b>

#### Sunday Floor

Cash Bar	\$150/ 4 Hours	x1	\$150	
Coffee Service - Regular	\$110/ Gallon	x2	\$220	
Coffee Service - Decaf	\$110/ Gallon	x1	\$110	
Assorted Fresh Cut Fruit	\$6.50/ Person	x10	\$65	
Assorted Donuts	\$55/ Dozen	x1	\$55	
Bagels and Cream Cheese	\$55/ Dozen	x1	\$55	
Buffett - Italian	\$54/ Person	x40	\$2,160	
Service			\$652.80	
Tax			\$303.56	<b>T \$3,826.36</b>



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### **Issues Addressed**

Upon our first meeting with the Santa Clara Marriott, on February 23rd, 2017 it was clarified that the contract was signed as is and in order to renegotiate any details regarding the space, F&B, or room block we would have to renegotiate the entire contract as a whole and it was determined that we did not have the time to efficiently do so. We walked through the space and made available adjustments to the floor planning as needed to fit our needs. There was an attempt to place a right to first refusal on the rooms on the other side of the Ballroom hallway however these rooms were already booked; as were the other property locations.

Rewards Number was corrected from the existing personal account that was associated with one of the original convention committee members to be moved to an account specifically set up under the name of the Libertarian Party of California Executive Committee.

Spacing for lunch service was reconfigured to allow for stanchioned area to serve ticketed buffet due to the limited space available in the lunchroom.

### **Lessons Learned**

- Contract should be signed well before December to allow for more lead time.
- Cash bar in convention lobby area had low sales costing more than it was able to contribute towards the F&B totals.
- Setup times and room allocations need a buffer time
  - LP Requires ½ day prep day before convention
  - Rooms should be locked for the entire time of convention, so we do not need to setup and tear town at the end of each event.

### **Future Recommendations**

- Future convention contracts can increase the F&B minimum; especially if it will allow for negotiation of lower menu pricing.
- Additional space should be allocated to make room for vending area to be separated out from the main business room and to allow for more vendors to participate.
- An additional small room for speaker preparation and equipment storage should also be considered.



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## Future Recommended Space Guidelines

- Friday Night Reception area  
(6pm-10pm)
  - Minimum of 75 person occupancy
  - High tables or similar setup
  - (1) Power drop for A/V
  - Cash Bar / food options
- Saturday Banquet area  
(7pm-10pm)
  - Minimum of 80 person occupancy
  - Round table seating of 8
  - Viewing only seating option
  - Pricing for plated dinner
  - Cash Bar / Beverage option
  - (1) Power drop for AV
- Business Room  
(Sat & Sun 8am-6p)
  - Minimum of 180 person occupancy
  - Riser Stage with seating for 5
  - (1) Lectern on Stage
  - (1) Lectern on floor
  - (2) power drops @ 20Amp
- Speaker Room  
(Sat & Sun 8am-6p)
  - Minimum of 50 person occupancy
  - Riser with min seating for 3
  - (1) Power drop for AV
- Hallway / Open Area  
(Sat & Sun 8am-6p)
  - Cash Bar / food options
  - Coffee & Tea Service
  - Reception Desk with minimum seating for 3
- Lunch Room  
(Sat & Sun 8am-6p)
  - Minimum of 75 person occupancy
  - Round table seating of 8 or 10
  - Viewing only seating option
  - Pricing for individual or buffet style food
  - Cash Bar / Beverage option
  - (1) Power drop for AV
- Vendor Room (OPTIONAL)  
(Sat & Sun 8am-6p)
  - Minimum of 50 person occupancy
  - 6-8 foot tables with chairs
  - (2) Power drops for Vendors
- Green Room (OPTIONAL)  
(Sat & Sun 8am-6p)
  - Minimum 20 person occupancy
  - 1-2 small tables with chairs
  - (1) Power drop for AV



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## Copy of contract



MARRIOTT  
SANTA CLARA

Please fax back to Matthew Brezinski at (415) 680-2386. Direct phone line is (925) 433-4553.

### GROUP SALES AGREEMENT

#### DESCRIPTION OF GROUP AND EVENT

The following represents an agreement between Santa Clara Marriott, 2700 Mission College Boulevard, Santa Clara, CA, 95054-1218, (408) 988-1500 and Libertarian Party of California.

ORGANIZATION: Libertarian Party of California  
CONTACT:  
Name: Mark Hinkle  
Street Address: 825 South Myrtle Ave.  
City, State, Postal Code: Monrovia, CA 91016-3424  
Country: USA  
Phone Number: (408) 778-7922  
E-mail Address: mark@garlic.com  
NAME OF EVENT: Libertarian Party of California Conference  
REFERENCE #: M-7L4QIUE  
OFFICIAL PROGRAM DATES: Friday, 04/28/2017 - Sunday, 04/30/2017

#### GUEST ROOM COMMITMENT/GROUP ROOM RATES

The Hotel agrees that it will provide, and Libertarian Party of California agrees that it will be responsible for utilizing, 100 room nights in the pattern set forth below (such number and such pattern, the "Room Night Commitment"):

Date	Day	Standard Guest Room	Total Rooms
04/28/2017	Fri	50	50
04/29/2017	Sat	50	50

Start Date	End Date	Room Type	Rate
04/28/2017	04/29/2017	Standard Guest Room	\$119.00

Hotel room rates are subject to applicable state and local taxes (currently 11.675% and a \$1.00 per room, tourism improvement charge) in effect at the time of check-out.

#### SPECIAL CONCESSIONS

In consideration of the Room Night Commitment and the functions identified on the Function Information Agenda/Event Agenda, Hotel will provide Libertarian Party of California with the following special concessions:

- Complimentary Wi-Fi in guest rooms
- Waived room rental based on Food and Beverage minimum
- 15% off audio/visual equipment
- 2016 catering menus will apply for 2017

#### COMMISSION

The group room rates listed above are net non-commissionable. Libertarian Party of California will advise its designated agency of these rates and address any resulting agency compensation issues directly with the management of the appropriate agency.

#### ROOMS ATTRITION

Hotel is relying upon Libertarian Party of California's use of the Room Night Commitment. Libertarian Party of California agrees that a loss will be incurred by Hotel if Libertarian Party of California's actual usage is less than 80% (100 rooms) of the Room Night Commitment.

If Libertarian Party of California's actual usage is less than 80% of the Room Night Commitment, Libertarian Party of





# Libertarian Party of California

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California agrees to pay, as liquidated damages and not as a penalty, the difference between 80% of the Room Night Commitment and Libertarian Party of California's actual usage, multiplied by the average group room rate, plus applicable taxes.

## METHOD OF RESERVATIONS

Reservations for the Event will be made by individual attendees directly with Marriott reservations at 1 (800) 228-9290 or (408) 988-1500.

## GUARANTEED RESERVATIONS

Reservations must be accompanied by a first night room deposit or guaranteed with a major credit card or by Libertarian Party of California. Hotel will not hold any reservations unless secured by one of the above methods.

## CUT-OFF DATE

Reservations by attendees must be received on or before **Friday, April 7<sup>th</sup>, 2017**, (the "Cut-Off Date"). At the Cut-Off Date, Hotel will review the reservation pick up for the Event, release the unreserved rooms for general sale, and determine whether or not it can accept reservations based on a space- and rate-available basis at the Libertarian Party of California group rate after this date.

## NO ROOM TRANSFER BY GUEST

Libertarian Party of California agrees that neither Libertarian Party of California nor attendees of the Event nor any intermediary shall be permitted to assign any rights or obligations under this Group Sales Agreement, or to resell or otherwise transfer to persons not associated with Libertarian Party of California reservations for guestrooms, meeting rooms or any other facilities made pursuant to this Group Sales Agreement.

## BILLING ARRANGEMENTS

The following billing arrangements apply: **Individual to Pay.**

## FUNCTION INFORMATION AGENDA/EVENT AGENDA

Based on the requirements outlined by Libertarian Party of California, the Hotel has reserved the function space set forth on the below Function Information Agenda/Event Agenda.

Date	Day	Start Time	End Time	Function Type	Setup	# People	Rental
04/28/2017	Fri	6:00 PM	10:00 PM	Cocktail Reception	Rounds of 8	150	Waived
04/29/2017	Sat	8:00 AM	5:00 PM	Meeting	Conference	35	Waived
04/29/2017	Sat	8:00 AM	5:00 PM	General Session	Schoolroom	180	
04/29/2017	Sat	8:00 AM	5:00 PM	Meeting	Conference	35	
04/29/2017	Sat	6:00 PM	8:00 PM	Dinner	Rounds of 8	150	
04/30/2017	Sun	8:00 AM	5:00 PM	Meeting	Conference	35	Waived
04/30/2017	Sun	8:00 AM	5:00 PM	General Session	Schoolroom	180	
04/30/2017	Sun	8:00 AM	5:00 PM	Meeting	Conference	35	

All meeting room, food and beverage, and related services are subject to applicable taxes (currently 8.75%) and service charge (currently 24%) in effect on the date(s) of the event.

## FOOD AND BEVERAGE ATTRITION/CANCELLATION

Libertarian Party of California agrees that it will provide a minimum revenue of **\$10,000.00** (exclusive of applicable service charges and taxes) as part of the Event. Libertarian Party of California provides less revenue, any shortage will be assessed as room rental. In addition, if any food and beverage event is cancelled within seventy-two (72) hours of its scheduled starting time, Libertarian Party of California agrees to pay Hotel 100% of the food and beverage revenue guaranteed at seventy-two (72) hours.

- A firm and final guarantee of attendance will be required three (3) business days prior to each catered function. If fewer persons are served than are designated in the guarantee, you will be charged based on the number of person designated in the guarantee. If more persons are served, you will be charged for the actual number served.
- All food and beverage served in our meeting and banquet rooms must be purchased from our Event Department.



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## ROOM TURN LABOR FEES

Groups that require any function room turns or resets on the same day will be subject to a \$500.00 fee per day to cover labor costs.

## NOISE ORDINANCE CLAUSE

It is the Santa Clara Marriott's goal to provide a safe and relaxing atmosphere for all of our guests. To accomplish this goal, the Santa Clara Marriott Hotel requires that all guests adhere to a code of conduct and act in a proper manner and refrain from doing anything that is likely to cause annoyance or disturbance to other guests.

Santa Clara Marriott Code of Conduct includes, but is not limited to:

1. All guests must refrain from emitting excessive noise at all times.
2. The City of Santa Clara enforces a strict noise ordinance that requires all residential and commercial properties to limit their noise to a reasonable level after 10:30PM. The Santa Clara Marriott will, therefore, strictly enforce noise policy after 10:30PM.
3. Any guest/organization that engages in any of the following activities shall be subject to eviction from the hotel: excessive intoxication; vulgar language; use of illegal substances, extraordinary amplified audio, excessive noise from DJs and/or Bands, vandalism, fights and activities that may cause damage to hotel property.

Libertarian Party of California agrees to advise its group, team, guest(s) or attendees of the Santa Clara Marriott Hotel's code of conduct. In the unlikely event that you, members of your group, team; guest; or attendees fail to adhere to the Santa Clara Marriott Hotel's code of conduct, the violators will be given one warning that their activities are in violation of the code of conduct. If modification is not made then the Santa Clara Marriott Hotel reserves the right to ask the violators to vacate the premises. However, gross negligence or a serious violation of the code of conduct or local, state or federal law shall result in immediate eviction and the involvement of law enforcement. Additionally, should the Santa Clara Marriott hotel incur additional cost associated with the improper behavior as described in this section, the Santa Clara Marriott hotel reserves the right to seek restitution from the registered guest violating the Santa Clara Marriott Hotel's code of conduct or, in its discretion, from the Libertarian Party of California.

## MASTER ACCOUNT

Hotel must be notified in writing at least 7 days prior to arrival of the authorized signatories and the charges that are to be posted to the Master Account. Any cancellation or attrition fees will be billed to the Master Account.

## METHOD OF PAYMENT

The method of payment of the Master Account will be established upon approval of Libertarian Party of California credit. If credit is approved, the outstanding balance of Libertarian Party of California Master Account (less any advance deposits and exclusive of disputed charges) will be due and payable upon receipt of invoice.

Libertarian Party of California will raise any disputed charges within 30 days after receipt of the invoice. The Hotel will work with Libertarian Party of California in resolving any such disputed charges, the payment of which will be due upon receipt of invoice after resolution of the dispute. If payment of any invoice is not received within thirty (30) days of the date on which it was due, Hotel will impose a finance charge at the rate of 1-1/2% per month (18% annual rate) on the unpaid balance commencing on the invoice date.

Libertarian Party of California has indicated that it has elected to use the following form of payment:

- ☐ Cash, money order, or other guaranteed form of payment
- ☐ Credit card (We accept all major credit cards)
- ☐ Company check or Electronic Funds Transfer
- ☐ \_\_\_\_\_ [agreed alternative]

Libertarian Party of California may not change this form of payment.

In the event that credit is not approved, Libertarian Party of California agrees to pay an advance deposit in an amount to be determined by the Hotel in its reasonable discretion, with the full amount due prior to the start of the group's event.

## PAYMENT BY CREDIT CARD OR COMPANY CHECK

If Libertarian Party of California wishes to pay any portion of its obligation by credit card or company check, the credit card information must be entered into our secure online web-site.

Prior to the execution of this agreement Libertarian Party of California shall provide hotel with credit card authorization





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information. A Credit Card Information Request e-mail will be sent to the e-mail address provided by Libertarian Party of California.

This process must also be followed if direct billing has not been approved and the Master Account charges will be paid by credit card or company check.

Libertarian Party of California agrees that the Hotel may charge to this credit card any payment as required under this Group Sales Agreement.

*I hereby authorize that the total estimated charges for the event I am holding at the Santa Clara Marriott and will be charged in advance ten (10) days prior to arrival to the credit card shown above as a deposit on my account and any remaining balance will be charged at the end of the event. I certify that I am the authorized signer of the credit card listed above and that all information is complete and accurate.*

#### **CANCELLATION**

Libertarian Party of California agrees that if it cancels the meeting it will pay Hotel \$29,350.00, plus applicable taxes, within 30 days after cancellation as a reasonable estimate of the harm the cancellation will cause the Hotel. Hotel agrees that after receiving this payment, it will not seek additional damages.

#### **IMPOSSIBILITY**

The performance of this Agreement is subject to termination without liability upon the occurrence of any circumstance beyond the control of either party – such as acts of God, war, government regulations, disaster, strikes (except those involving the employees or agents of the party seeking the protection of this clause), civil disorder, or curtailment of transportation facilities – to the extent that such circumstance makes it illegal or impossible to provide or use the Hotel facilities. The ability to terminate this Agreement without liability pursuant to this paragraph is conditioned upon delivery of written notice to the other party setting forth the basis for such termination as soon as reasonably practical – but in no event longer than ten (10) days – after learning of such basis.

#### **COMPLIANCE WITH LAW**

This Agreement is subject to all applicable federal, state, and local laws, including health and safety codes, alcoholic beverage control laws, disability laws, federal anti-terrorism laws and regulations, and the like. Hotel and Libertarian Party of California agree to cooperate with each other to ensure compliance with such laws.

#### **DISPUTE RESOLUTION**

In the event of dispute resolution, the non-prevailing party will pay the other's costs and attorney's fees.

#### **COMPLIANCE WITH EQUAL OPPORTUNITY LAWS**

This section does not apply to customers that are not part of the U.S. federal government. This section describes the Hotel's obligations as a federal contractor.

Hotel shall comply with all applicable laws, statutes, rules, ordinances, codes, orders and regulations of all federal, state, local and other governmental and regulatory authorities and of all insurance bodies applicable to the Hotel premises in performing its obligations under this Agreement.

Hotel (referred to as "contractor" in this section) shall comply with Executive Order 11246, as amended, Section 503 of the Rehabilitation Act of 1973, as amended, and the Vietnam Era Veterans' Readjustment Assistance Act, as amended, which are administered by the United States Department of Labor ("DOL"), Office of Federal Contract Compliance Programs ("OFCCP"). The equal employment opportunity clauses of the implementing regulations, including but not limited to 41 C.F.R. §§ 60.1-4, 60-300.5(a), and 60-741.5(a), are hereby incorporated by reference, with all relevant rules, regulations and orders pertaining thereto. This contractor and subcontractor shall abide by the requirements of 41 C.F.R. §§ 60-1.4(a), 60-300.5(a) and 60-741.5(a). These regulations prohibit discrimination against qualified individuals based on their status as protected veterans or individuals with disabilities, and prohibit discrimination against all individuals based on their race, color, religion, sex, sexual orientation, gender identity or national origin. Moreover, these regulations require that covered prime contractors and subcontractors take affirmative action to employ and advance in employment individuals without regard to race, color, religion, sex, sexual orientation, gender identity national origin, protected veteran status or disability.

Hotel also shall comply with Executive Order 13496 and with all relevant rules, regulations and orders pertaining thereto, to the extent applicable. The employee notice clause and all other provisions of 29 C.F.R. Part 471, Appendix A to



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Subpart A, are hereby incorporated by reference.

To the extent applicable, Hotel shall include the provisions of this section in every subcontract or purchase order so that such provisions shall be binding upon each contractor, subcontractor or vendor performing services or providing materials relating to this Agreement and the services provided pursuant to the terms hereof.

#### **SHIPPING/PACKAGES**

Each package shipped directly to the Hotel will be subject to a \$10.00 shipping and receiving charge. Large Packages and Pallets will incur a \$100 charge per box/pallet. There will be an additional handling fee each time that it is moved within the Hotel. Direct shipment of materials to the Hotel must be addressed as follows:

Santa Clara Marriott  
2700 Mission College Boulevard  
Santa Clara, CA 95054

Label should include:

Event name and date

Group Name (Booth #, etc.)

1 of # (of boxes)

c/o Convention Services Manager (Name)

#### **UNATTENDED ITEMS/ADDITIONAL SECURITY (Liability for unattended items)**

The Hotel cannot ensure the security of items left unattended in function rooms. Special arrangements may be made with the Hotel for securing a limited number of valuable items. If Libertarian Party of California requires additional security with respect to such items or for any other reason, the Hotel will assist in making these arrangements. All security personnel to be utilized during the Event are subject to Hotel approval.

#### **2016 SELF-PARKING RATES**

The Current published parking rates for daily function parking and overnight guests are as follows:

0-2 hours \$4.00

2-4 hours \$7.00

4-6 hours \$12.00

6-24 hours \$12.00 (maximum per day)

Registered Overnight Guests \$12.00 per car per day

Valet Parking \$20.00 per car per day

#### **REWARDS PROGRAM – QUALIFIED FOR REWARDING EVENTS**

Approximately (10) business days after the conclusion of the Event (provided that the Event is not cancelled and Libertarian Party of California has otherwise complied with the material terms and conditions of this Agreement), the Hotel will either award Points or submit an award for airline miles to the Member(s) identified below:

The Rewarding Events program is only available to qualified Marriott Rewards Program members. Rewarding Events is not available in certain circumstances, including (1) for any government employee or official booking a government event (U.S. government event or non-U.S. government event); (2) for any employee of a state-owned or state-controlled entity ("SOE") booking an event on behalf of the SOE; or (3) for any other planner or intermediary when booking an event on behalf of a non-U.S. governmental entity or non-U.S. SOE.

In addition, Rewarding Events is available only if Libertarian Party of California's own policies permit the Member identified below to receive Rewarding Events points or airline miles for the Event.

The number of Points or airline miles to be awarded shall be determined pursuant to the Rewards Program Terms and Conditions, as in effect at the time of award. The Rewards Program Terms and Conditions are available on-line at [marriottrewards.com](http://marriottrewards.com), and may be changed at the sole discretion of the Rewards Program at any time and without notice.

The Member identified below to receive either Points or airline miles may not be changed without such Member's prior written consent. By inserting the airline mileage account information, the Member elects to receive airline miles rather than Points. All Rewards Program Terms and Conditions apply.

GROUP MUST CHECK ONE OPTION BELOW:

Page 5 of 6

Version 1.0

MARRIOTT CONFIDENTIAL AND PROPRIETARY INFORMATION



# Libertarian Party of California

825 S. Myrtle Avenue, Monrovia, California 91016  
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☐ The Contact (as identified on page 1 of this Agreement or the Authorized Signer of this Agreement) certifies that she/he is qualified to participate in the Rewarding Events program for the Event.

Member Name Mark Hinkle  
Marriott Rewards Program Member Number 661044313

\*If airline miles are desired instead of Rewarding Events Points, please also provide:

Frequent flier airline miles account number \_\_\_\_\_  
Airline Name \_\_\_\_\_

OR

☐ The Contact (as identified on page 1 of this Agreement or the Authorized Signer of this Agreement) declines or is not qualified to receive Rewarding Events Points or airline miles, and hereby waives the right to receive an award of Points or airline miles in connection with the Event.

\*Electronic selection – This may be done in Microsoft Word by double-clicking on the above unfilled box, choosing a blackened box, and then clicking "Insert." Alternatively, one can use the commands "Insert" and "Symbol," choose the blackened box, and then click "Insert."


## ACCEPTANCE

When presented by the Hotel to Libertarian Party of California, this document is an invitation by the Hotel to Libertarian Party of California to make an offer. Upon signature by Libertarian Party of California, this document will be an offer by Libertarian Party of California. Only upon signature of this document by all parties will this document constitute a binding agreement. Unless the Hotel otherwise notifies Libertarian Party of California at any time prior to Libertarian Party of California's execution of this document, the outlined format and dates will be held by the Hotel for Libertarian Party of California on a first-option basis until **Friday, December 23, 2016**. If Libertarian Party of California cannot make a commitment prior to that date, this invitation to offer will revert to a second-option basis or, at the Hotel's option, the arrangements will be released, in which case neither party will have any further obligations.

Upon signature by both parties, Libertarian Party of California and the Hotel shall have agreed to and executed this Agreement by their authorized representatives as of the dates indicated below.

## SIGNATURES

Approved and authorized by Libertarian Party of California.

Name: (Print) TED BROWN Signature:   
Title: (Print) Chairman Date: 12/22/16

Approved and authorized by Hotel:

Name: (Print) Matthew Brezinski Signature: \_\_\_\_\_  
Title: (Print) Sales Manager Date: \_\_\_\_\_



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## Operational Overview

### Timeline of planning activities

December 22	Contract with Santa Clara Marriott Signed	
February 18	Activation of new convention committee	
February 20	Convention Committee Conference Call	AA, BS, JI, MH, RI, TB
February 22	Convention Committee Conference Call	AA, BL, BS, JI, MH, RI, TB
February 23	Meeting with Santa Clara Marriott	
February 26	Meeting with the LPC Executive Committee	
March 3	Convention Committee Conference Call	AA, JI, MH, RI, TB
March 9	Convention Committee Conference Call	AA, BL, JI, MH, RI, S, TB
March 12	Budget Proposal prepared	
March 16	Convention Committee Conference Call	AA, BL, JI, MH, RI, S, TB
March 21	Convention Committee Conference Call	AA, BL, JI, MH, RI, S, TB
March 31	Meeting with Santa Clara Marriott A/V	
April 4	Convention Committee Conference Call	AA, BL, JI, MH, RI, S, TB
April 7	Marriott room block ends	
April 11	Convention Committee Conference Call	AA, BL, JI, MH, RI, S, TB
April 14	Convention Committee Conference Call	AA, JI, MH, RI, TB
April 24	Eventbrite ticketing cut off	
April 25	Deadline to submit meal totals	
April 25	Convention Committee Conference Call	AA, JI, MH, RI, S, TB
April 28	Friday Reception	
April 29	Convention	
April 30	Convention	



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## Attendee Assessment

### Details

<b>Total attendance</b>	130	Attendees
	15	Speakers
	93	Delegates
<b>Demographic</b>	% 26	Female
	% 74	Male
<b>Events Attendance</b>	142	Business Access
	71	Speakers Access
	57	Membership Renewals
	66	Banquet
	23	Viewing only
	43	Paid / dining

### Package

Cost	Type	Amount Sold
\$0	Delegate Floor Access	40
\$25	Student Floor Access Only	4
\$35	Delegate Premium	9
\$50	Delegate Premium Plus	8
\$75	Non Delegate Full Access	7
\$100	Delegate Full Access	26
\$235	Platinum Guest	3
\$250	Delegate Full Access with Lunch	6
\$350	Delegate Full Access with Banquet	20
\$500	Platinum	1
\$100	Banquet Add On	11
\$75	Lunch only	7

### Lessons Learned

- Banquet tickets for viewing only can be better marketed as a free event to increase attendance.



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## Single Event Breakdowns

### Registration

#### **Ticketing Options**

Pre-registration was prepared through Eventbrite online ticketing service and our current membership database NeonCRM. Pre sales were processed on Eventbrite and the information was then shared to NeonCRM. Per resolution passed by the LPC Executive committee a no cost ticketing option for all delegates to attend business was created. The convention committee discussed and decided by vote that only student discounts would be offered at this time. It was also decided by the convention committee to include one (1) years dues renewal with a majority of the packages; to be amended to their existing membership dates. If their membership was expired then we reactivated their membership from date of purchase.

#### **Preparation**

All pre-registered attendees badges were pre-printed and prepared the Thursday prior to the convention. The list of attendees who purchased delegate access were prepared in a spreadsheet and shared, in real time, with the Secretary to validate membership status. This step allowed our secretary to find several attendees with national only membership who wanted to join the state party or expired state memberships who wanted to re-activate their membership.

All attendees who were eligible to vote received a "Delegate" badge that included the attendees name, affiliated county, and region (north or south). Premium badges included the name and the badge access type "business only" or "speaker ok". Premium badges were printed on perforated paper that also printed out lunch tickets and banquet ticket, if applicable. If food options were not purchased the food ticket was printed with "VOID".

#### **Process**

Pre-registered tickets were made available for pick up at the Friday night reception. This was a successful effort as it allowed for many pre-registered attendees to be assisted in advance; allowing our front desk registration on Saturday to focus primarily on new registrations. Additionally this allowed registration staff an opportunity to better familiarize themselves with the process. As each badge was received, delegates were asked to sign a check in sheet and to designated by check (x) if they will be attending Saturday and/or Sunday. (example below)

New registrations were processed in NeonCRM to validate membership and to accept payment. Pre-printed delegate and premium badges were available for us to hand write in names, county, and region. They were then asked to sign the same check in sheet under blank slots. Extra meal tickets were also pre-printed to allow only for the available packages. Details of what package was purchased were entered into the "comments" section of NeonCRM for each purchase.





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BADGE SIGN IN SHEET								Non-Print Zone	
First Name	Last Name	Signature	Saturday	Sunday	Delegate Badge	Premium Badge	Packet	NOTES	Ticket Type
								Qualified to vote	Delegate Full Access with Lunch plus Banquet
								Qualified to vote	Delegate Premium Plus
						VOID	VOID	Qualified to vote	Delegate Floor Access Only
								Qualified to vote	Delegate Full Access with Lunch plus Banquet
					VOID			NO	SPEAKER - Convention pass
					VOID			Non-member	Non-Delegate Full Access
					VOID		VOID		VENDOR
								Qualified to vote	Delegate Full Access with Lunch plus Banquet
					VOID				Student Floor Access Only
					VOID		VOID		PRESS
						VOID	VOID	NO-joined 3/9/17 apool Delegate Floor Access Only	



Premium Badge with Ribbons



Delegate badge with voting hole punch



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### **Lessons Learned**

- Delegates should be asked to check in the daily delegate count upon arrival of each day.
- Separate delegate badges for each day are also recommended to help with count accuracy.
- Remove online ticket purchase ability by Friday night and encourage purchase of tickets “at the door” to avoid attendee confusion.
- Petty cash for change should be prepared and available.
- NeonCRM (or appropriate database) access should be delegated to an individual beyond the secretary to allow for increased availability and accounting accuracy.

## **Election**

### **Executive Committee Appointments**

Executive committee members were allowed to designate one voting delegate each. Those who were appointed must be vouched for by an executive committee member. Some executive committee members had appointed these in advance. Those who had not appointed anyone were paired with new dues paying members who did not meet the 90 day requirement.

### **Delegate Count**

Delegates were counted via the sign in sheet by the Secretary. Once the delegate count was completed; registration would hold any new registered delegates badges. These badges were then handed to the secretary between business agendas to allow the secretary to recount and announce the new totals.

### **Officer Vote**

Officer votes were conducted per the requirements and guidelines designated by the bylaws. Each position was voted by standing count of all available delegates.

### **At-Large Vote**

At-Large votes were conducted per the requirements and guidelines designated by the bylaws. All available names were displayed on the projectors. Delegates were allowed to vote of their top choices for only as many positions were available. Votes with names that exceeded this count were voided. Votes with less names or for “None of The Above” were accepted. Voting paper was passed out and collected by pre-designated Tellers. Five (5) tellers were selected from individuals who were not allowed to vote. Tellers were given “teller” ribbons and a hole puncher. Holes were punched into the delegate badge to indicate a vote was already placed by the member. Tellers then left the room and tallied each total. Each count was checked by the teller chair. Those candidates with qualifying majority votes were then selected in order.

### **Lessons Learned**

- Delegates should be asked to check in the daily delegate count upon arrival of each day.





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## Media / Exposure

### News Media

An official press release was approved on April 7th and sent on April 8th to 78 new media outlets; including newspapers, radio and television stations. There were no inquiries.

### Social Media

Regular posts were placed on the Libertarian Party of California Facebook page, the Libertarian Party of California (Official) Facebook group, Twitter, and Reddit. Both Facebook group and page received high level views and quality feedback. The Twitter account had to be recreated as there was no access to the existing one. Multiple attempts to have Twitter correct were unsuccessful. This caused twitter to have low view levels and no feedback. The Reddit account was regularly updated with ticketing and speaker information. There was high levels of view but low levels of feedback. Assigned tracking links were made available through Eventbrite to allow us the ability to monitor the activity of each social media posting.

SOURCE	CLICKS	TICKETS SOLD
Newsletter	246	9
Website	139	66
Facebook	97	8
Reddit	43	1
Twitter	30	0

### Direct Mailing

The Libertarian Party of California sent out multiple letters, via email, from the chair informing of the upcoming convention. We also prepared a postcard to be sent via USPS to our members.

### Lessons Learned

- The mailing cards did not allow us to measure impact. If these are to be done in the future a QR Code or similar should be included to apply a minimal discount to tickets as a way of measuring value.
- Link tracking should be redefined for each newsletter sent by chair.

### Future Recommendations

- More media outreach is required. Suggest paid advertisement on local radio stations and earlier notice to newspaper events listings.
- Additional press releases should be sent with announcements of speakers with more time permitted.
- More interaction with Libertarian friendly blogs and media outlets are also recommended.
- Press releases should be added to the main LPC website for reference and validation.



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## Scheduling

### Business

The schedule was designed to include all business per the bylaw requirements.

Business agenda for Saturday included approximately fifteen (15) minutes for credentialing, agenda, and delegate count, followed by officer reports that allocated fifteen (15) minutes per officer, and then break for lunch. Business resumed after lunch with one and a half (1.5) hours designated for bylaws discussion.

Business agenda for Sunday included approximately fifteen (15) minutes for credentialing, agenda, and delegate count, followed by officer election to be conducted until lunch time. Business resumed after lunch with At large elections, alternate elections and judicial elections followed by the Platform discussion for an allocated for one (1) hour. We allowed for fifteen (15) minutes for the chair to make any closing remarks.

The new Executive committee met following the end of the convention in the business room with an allocated time of one (1) hour.

### Speakers

Speakers were scheduled in all 3 available rooms. Keynote speakers were given one (1) hour in the main business room. Speakers were assigned time slots in the speaker room starting after the keynote speaker to approximately 5pm. Lunch speakers were given one and (1) hour to speak in the lunchroom. We allowed for all those who paid to each lunch with the convention to enter a half (0.5) hour prior to the talk and all those who did not purchase food with the convention to enter five (5) minutes prior to the talk. The lunchroom was then used for any extended Q&A a speaker might need.

### Lessons Learned

- Bylaws requires longer time slot to allow for all requests to be reviewed.
- Booking speakers in advance will reduce travel expenses.
- Speakers should be separate from business. Consider a hard time of 4 pm to end, break until 6, then 6-9pm friday and saturday night would be the time for speakers. Along with the lunch and keynote speakers, that would be plenty. (I'm good with ending business earlier than that also.)



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## Speakers

All speaker prospects were entered into a shared spreadsheet to track who the main contact was, the speakers contact information should anyone else have to reach out, the speakers availability, and any expected compensation (speaker fee, room, travel expenses, convention pass, lunch, and/or, banquet). Speakers were all manually entered into Eventbrite under a speaker badge for data accounting.

### Lessons Learned

- Speakers should be contacted with further advance notice.
- Contact information for multiple convention committee members should be made available on the LPC website to avoid lost connections, lost leads, or communication bottlenecks.

## Sponsors

Sponsor packages were decided by the convention committee to include two general package levels that allowed for marketing and convention access, Food and beverage packages that would allow a sponsor to add coffee and tea service or snack bar package (as pre-designated by the available hotel menu) to the the convention floor with marketing and convention access, and service packages to allow for a sponsor to cover the costs of convention wifi or printed materials along with marketing and convention access. Sponsor information was posted to the main LPC website.

### Lessons Learned

- Details regarding sponsor opportunity should be approved and posted earlier as well as marketed via emails, newsletters, and social media.

## Vendors

Vendor tabling was decided by the convention committee to include \$100 full table and \$50 half table options for those wishing to sell items. There would be no cost for those who are intended to be informational only. Vendor information was posted to the main LPC website. Due to space limitations at the Santa Clara Marriott we were unable to give vendors a dedicated room. Instead several tables were placed within the business floor area along a back wall. Vendors were allowed 2 floor access only badges that were designated with the word "OBSERVER"



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We had no paying vendors this year due to time and space limitations. Non-paying vendors included:

- Stop Top 2
- California Libertarian Youth Caucus
- Alive Free Happy

#### **Lessons Learned**

- Details regarding vendor opportunity should be approved and posted earlier as well as marketed via emails, newsletters, and social media.

## **Volunteers**

Volunteers were directed via newsletter, social media posts, and letters from the chair to sign up via a Google Form. The form asked for Full Name, Phone Number, Email, Type of Voluntary work (A/V, Front Reg, Security, Etc), Availability (Morning, Afternoon, Saturday, Sunday), Spoken languages, Radio experience, First Aid / CPR training, and Shirt Size. Volunteers were offered free business and speaker access per day/4 hour volunteer shift. Each volunteer was required to wear a yellow volunteer shirt to help signify their official role as a volunteer and as a reward.

13 Volunteers signed up via the form. Only 8 showed up. A total of 64 volunteer hours were contributed.

## **Resources**

### **Audio / Video**

#### **Set-Up**

##### **Friday Reception**

The Friday Reception required one (1) outlet for power by the registration desk for use of the printer. A projector, projector screen, and lectern with gooseneck microphone were required for the speakers at the reception. Additional setup of computer and camera were used for recording.

##### **Business Room**

The business room required two (2) projectors, two (2) projector screens, five (5) microphones on stage table for the executive staff, two (2) lecterns with gooseneck microphones on stage - one on stage and one on the floor facing away from the state, two (2) power drops - one on stage and one opposite for additional additional setup of computer and camera were used for live streaming.



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It was decided by the convention committee to provide only one (1) microphone for audience participation to reduce debating between members and to provide a lecture to help establish order as participants with comments were encouraged to line up behind the lectern.

### **Speaker Room**

The speaker room required a projector, projector screen, and lectern with microphone were required for the speakers at the reception. Additional setup of computer and camera were used for recording.

### **Lunch Room**

The lunch room required a lectern with microphone were required for the speakers at the reception.

### **Banquet**

The Saturday banquet required a projector, projector screen, and lectern with gooseneck microphone were required for the speakers at the banquet. Additional setup of computer and camera were used for recording.

### **Executive Meeting**

The Executive committee meeting was set up in the business room with reconfigured tables and relocated cameras for recording.

## **Estimates & Process**

The Santa Clara Marriott only permitted use of self owned equipment covered under the Libertarian Party of California's Certificate of Insurance or rental through their approved vendor, PSAV. Through convention committee discussions and vote we narrowed the scope of AV needs to as little as possible however the quote provided by PSAV was still exorbitantly high. Rental through other outside private firm was discouraged as if discovered it would void our contract with the Santa Clara Marriott. After thorough research the convention committee was able to provide a quote to the LPC to purchase the necessary equipment plus additional items to be distributed between the northern and southern regions for year round hosting, at a cost of approximately \$5000. The quote for all the equipment to be purchased internally still underbid PSAV's contract for single event use.



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PSVA Quote for full rental of equipment:	Equipment Rental	\$ 7,058.00
	HSIA Service	\$ 2,600.00
	Operator Labor	\$ 2,080.00
	Setup Charges	\$ 1,430.00
	Tax	\$ 599.98
	<b>TOTAL</b>	<b>\$13,767.98</b>

The quote for internal purchase was also offered to be an optional expense to be covered by a sponsor. One sponsor did show interest, however only if they purchased the equipment for their own organization and in turn rented it out to the LPC for a fee. After careful deliberation by the convention committee, it was decided that this offer was neither cost effective or worth risk of voiding the Santa Clara Marriott contract.

After the LPC purchased the equipment; we were able to renegotiate the contract with PSAV to only cover necessary minimum costs. A/V purchased through the Santa Clara Marriott included power drops, set up, and internet charges, only.

## Solution

### HSIA Service

(1) 10mb Dedicated Meeting Bandwidth	\$1,000
(1) wired connection,	\$ 200

### Equipment

(1) Powerstrip and extention package	\$ 120
(1) Velour panel 16 x 13 black,	\$ 540
(2) Velour Panel 16 x 13 black,	\$ 720

### Operator Labor

(2) 3R Distro L21-30 in 6 5-20 GFCI out,	\$ 680
--	--------

### Set up

(1) set/strike labor	\$ 110
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PSVA Quote for LPC equipment service:	Equipment Rental	\$ 1,380.00
	HSIA Service	\$ 1,200.00
	Operator Labor	\$ 680.00
	Setup Charges	\$ 110.00
	<b>Sub Total</b>	<b>\$ 3,370.00</b>
	Tax	\$ 185.40
	<b>TOTAL</b>	<b>\$ 3,555.70</b>



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## Materials

### Signage

Custom Signs were designed and provided by private donation, via Robert & Jennifer Imhoff. Signage included two (2) large sign for an A frame holder with business agenda printed, (1) large sign for an A frame holder with speaker schedule printed, two (2) large signs indicating "Night Event This Way" with arrow, and one (1) large vinyl banner hung behind the executive committee seating area. Signs were sourced from PSPrint out of Oakland, CA.

### Packets

The convention committee was directed to provide printed bylaws and agenda for all delegates. The convention committee decided to provide a premium printed option for attendees who purchased premium packages. After reviewing multiple quotes from local printers, online printers, and contacting a known Libertarian with a printing business were reviewed by the convention committee the cheapest option for effective convention material packets to be printed in house.

A printed business agenda and copy of the bylaws were printed on 2-sided paper and stapled. Fifty (50) copies of these packets were prepared prior to the convention. Premium packets were decided to include business agenda, speaker schedule, a map of the convention facility, speaker bios, a copy of the bylaws, and a copy of the current platform printed on 2-sided paper and secured with a portfolio cover. All material was printed in black and white per the printer capability with the exception of the color front title page which was provided via donation from the Imhoff's.

#### Cost:

Printer	\$190.97
Paper	\$ 30.57
Portfolio covers	\$ 50.38
Ink	\$166.97
<b>Total</b>	<b>\$ 438.89</b>

### Delegate badges

Delegate badges were prepared with clear holders, and perforated paper. The badge design with pre-registered names were pre-printed on the same printer purchased for the package material preparation to reduce cost. Simple black lanyards were purchased to accompany these badges

#### Cost:

Lanyards	\$49.96
Perforated paper	\$11.98
<b>Total</b>	<b>\$61.94</b>



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### **Premium badges**

Premium badges with clear pocket to display the pre printed perforated paper were purchased through Any Promo. These badges included lanyard. Additional cost for custom LPC printing on the badge cases was deferred due to cost. The badge design with pre-registered names were pre-printed on the same printer purchased for the package material preparation to reduce cost.

Cost:	Lanyards	(included)
	Perforated paper	\$25.12
	Total	\$25.12

### **Badge Ribbons**

Badge ribbons were ordered through Marco Promos. Ribbons ordered: Life Member, Volunteer, Executive Officer, Speaker, Chapter Officer, Teller, Elected Officer.

Cost: \$61.00

### **T Shirts**

It was decided by the convention committee to order custom convention t-shirts to be given to volunteers as an incentive for helping and also as a security measure to designate who was an official volunteer. The convention committee decided to order non-volunteer custom shirts to be available for purchase by convention attendees. By up selling the attendee t-shirts we were able to cover the cost of the volunteer shirts. These shirts were ordered through ReVamp Signs & Designs, a local Stockton Vendor.

Cost: \$600.00

### **Shwag**

**Custom Pens** - Custom pens were purchased by private donation, via Robert & Jennifer Imhoff. 130 retractable ballpoint pens with yellow cushion and "2017 Libertarian Party of California Convention" inscribed on the side. These were ordered through National Pens. All 130 pens were given out at the convention.

**Custom Decals** - Custom decals were purchased by private donation, via Robert & Jennifer Imhoff. 100 decals were purchased of the LP red & blue porcupine mascot from Vinyl Foundry. All 100 stickers were given out at the convention.

### **Future Recommendations**

- T Shirt sales should have signage with price.
- Online sales of t-shirts should be considered





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## Planning Tools

### Google Docs

The convention committee utilized Google Docs as a way to prepare and collaborate documentation. Google Docs allowed us to share word document, spreadsheets, and PDF's that contained meeting minutes, draft write ups, hotel contract details, floor plans, spreadsheets for schedule and tracking. We found this to be a successful tool for those committee members who had regular internet access. However for those committee members who did not have regular internet access were still able to see any materials prepared via google docs as attachments to email.

Cost *free*

### Conference call

The convention committee utilized a free conference calling service, through Uberconference, as a way to prepare and collaborate on a live phone call with all members. This serves was successful at allowing each of us to call in from various locations.

Cost *free*

## Registration

### Eventbrite

Eventbrite is a well known ticketing service that was used by the LPC in past conventions. The service allowed for all attendees to purchase a ticket, obtain information regarding the event, and share the event via various social media platforms. Eventbrite allowed for two cost options: include cost of service in the ticket to be paid for by the purchaser or have the event organizer deduct fees from final pay out. The convention committee decided to have attendees pay for this cost per ticket with the exception of the Platinum ticket as these high priced packages already covered this cost.

Cost \$28.49



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## NeonCRM

The NeonCRM database is our current membership database system. While this was effective in assisting with the registration process and allowing us to tie into the Eventbrite system there are existing faults to the database that the secretary and a separate database committee is addressing. There was no additional cost to utilizing this system under our current plan.

Cost *free*

## Sponsors

### Platinum Badge

Gold badge sponsors were given full access to the convention including banquet and lunch both days. This package also included gold ribbon indication, premium seating option at the speaker table during lunch and banquet and optional marketing on our printed material. We had two gold sponsors who opted out of marketing. Additionally we created a separate package for platinum guest package which was priced to only cover the cost of food but allow a guest to access the convention floor as well. The guest package did not include membership renewal.

### Chris Rufer

Sponsorship from Chris Rufer, Morning Star, was obtained by Robert Imhoff. This sponsorship package was specially formed outside of the pre-selected sponsorship packages due to Mr. Rufer's request. This package included \$3,000 to be applied towards coffee and tea for all attendees on Saturday and Sunday, Pastry and fruit packages for all premium attendees on Saturday and Sunday, and the remainder to be applied towards WiFi and A/V costs

### Robert & Jennifer Imhoff

Private material donations were made by Robert and Jennifer Imhoff as listed above. These materials included custom pens, LP decals, printing costs, signage, and Live streaming service.

## Suppliers

Any Promo	<a href="http://www.anypromo.com/">www.anypromo.com/</a>
Marco Products	<a href="https://www.marcopromotionalproducts.com/customribbons.html">https://www.marcopromotionalproducts.com/customribbons.html</a>
National Pens	<a href="http://www.pens.com/">http://www.pens.com/</a>
PS Print	<a href="https://www.psprint.com/">https://www.psprint.com/</a>
Vinyl Foundry	<a href="https://squareup.com/store/dj-jackalope">https://squareup.com/store/dj-jackalope</a>
Vista Print	<a href="http://www.vistaprint.com/">www.vistaprint.com/</a>



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## Financial Review

The following Profit and Loss report is preliminary and only for general approximation review as receipts with the Santa Clara Marriott, PSAV, are in the process of review for corrections and Speaker reimbursements are currently being negotiated. A final P&L report will be made available as soon as details are confirmed.

### Profit & Loss report

#### Assets

Eventbrite	\$ 13,333.78
Neon	\$ 1,995.00
Sponsor/Donation	\$ 3,020.00
T-Shirt Sales	\$ 600.00
Room Reinbursement	\$ 1,473.42

-----  
\$ 20,422.20

#### Liabilities

Badging Costs	\$ 667.11
Material	\$ 438.89
T-Shirts	\$ 600.00
EventBrite Fees	\$ 28.49
A/V Costs*	\$ 3,555.00
Room Charges	\$ 1,472.90
Hotel Charges*	\$ 13,679.45
Speaker Travel*	\$ 1,900.60

-----  
\$ 22,341.90

#### Total Liabilities & Equity

-----  
-\$ 1,919.70

*\*These items are only approximate.*

END OF FILE

Libertarian Party of California Inventory									
Quantity		Item	Extra Space Storage		Entry Code	*505911#			
			Address 3000 B St, Sacramento, CA 95816		Passcode	Contact Tyler Kuskie			
		Unit 505							
Quantity	Item	Item	Books	Office	Quantity	Item	Quantity	Item	Other
1	Windows 7 Emachine	1	American Dream DVD	*200	Various Pins	*100	Star Glasses		
1	18" Monitor	1	Plunder	*800	Legal Size Paper	1	LP of CA Placard		
1	Keyboard	2	The Main Spring of Human Progress	*500	Pens and Pencils	1	Brochure box		
1	DVD Player	13	In Defense of Chaos	*200	Folder Tabs	1	First Aid		
1	VCR	1	Donor Perfect Online Manual	100	White Invitation Envelopes	30ft	Patriotic Ribbon		
1	Seagate External Storage Backup	*200	Inclined to Liberty	100	Ivory Invitation Envelopes	150ft	Bubble wrap		
*150	Blank CDs	*5	Why Governments Don't work	*150	CD Archives	*300	Physical Photos of past conventions		
*15	Blank DVDs	1	The Objectivis	*50	Floppy Disk Archives	200	napkins		
1	Emachine Backup 8/31/2011	*20	Various Campaign codes	1	calculator	50	Dixie Cups		
1	Nova Data Backup 10/25/2005	*50	2010 Annual Report	2	tape reels	1	white table Cloth		
1	Business card pro software			2	Date stamps	1	set of straps		
1	PC Transact It Software			*100	paper clips	*200	Event Ribbons		
1	Axis 1650 network print servers			*100	staples	1	Key Safe		
1	Linksys DSL Router			*50	binder clips	1	List of CA agencies Banner		
1	USB Speakers			2	scissors	1	LP of CA Banner		
*5	RJ45 Cables			*2000	Coupon tickets	2	Trash bins		
*5	Power Cables			*2	binders	*800	Voter Registration Forms		
1	Fan			1	Stapler	*400	Various Business cards of every CA legislature		
2	Surge Protectors			*1500	Catalogue Envelopes	*1000	Where do Libertarian stand pamphlet		
1	Analog Clock			*500	Security Envelopes	1	Card Table		
1	wireless mouse			*2000	Relms of Paper				
2	Credit Card Square Readers			*500	Claps envelops				
*5	Various Audio Cables			*3	File Cabinets				
*10	NP-c-000* ink cartridge								
1	Cannon F18100 Printer								
1	IP4500 Printer								
1	Brother HL5240 Printer								
4	microphones								





**Libertarian**  
Party of California

# 2018 Convention Proposal



April 27-29, 2018

**Long Beach, California**

Presented by Honor “Mimi” Robson



# 2018 Convention Proposal

## April 27-29, 2018

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# 2018 Convention Proposal

## April 27-29, 2018

## Convention Summary

### The Objective...

The Libertarian Party of California has experienced 30% growth in the last year, leading up to and following the 2016 Presidential election and is still growing. The Party's 2017 Convention was a huge success with more attendees than at any other convention in recent history. This was primarily due to the hard work of the Convention Committee, with special thanks to Robert and Jennifer Imhoff. In planning for the 2018 Convention we need to take what we've learned from 2017 and think bigger and better! There is a tremendous opportunity to have MORE attendees, MORE great speakers and ultimately get ourselves ready for success in the 2018 Mid-Term Elections! And the key to success is planning early!

### The Goals...

To have a successful Convention we need to be sure we are providing the following:

- A location that will attract the largest number of attendees and quality speakers
- A location that is centrally located in the Southern region of the state
- A venue that can meet the needs for both exceptional meeting space and affordable lodging
- Accessibility to a major airport, easy freeway access and options for other transportation
- Availability of suitable conference dates
- A location that will attract volunteers from nearby County Affiliates as well as other local volunteer organizations

### The Solution...

Long Beach offers all the above and MORE! It is located within Los Angeles County, is minutes from Orange County and is less than a two-hour drive from both San Diego and Santa Barbara. Los Angeles County is the Largest Libertarian Party Region in California and Orange County and San Diego are the 2<sup>nd</sup> and 3<sup>rd</sup> largest Regions in Southern California.

Long Beach Airport has direct service to and from San Francisco, San Jose, Sacramento and Oakland via Jet Blue Airlines which has fares as low as \$44.00 each way from all the airports listed. In addition, Long Beach is only 22 miles from both Los Angeles International Airport and John Wayne Airport in Orange County.

Additional Benefits of Long Beach:

- For those that want to take the train, Long beach offers access to Union Station via the Metro Blue Line and Amtrak has service to Union Station for anywhere in California.
- Outstanding attractions for those that want to venture outside the hotel, such as The Long Beach Aquarium of the Pacific and The Queen Mary. Disneyland is less than 20 miles from Long Beach and is close to many other attractions including Knott's Berry Farm, Universal Studios, live theater venues and the best beaches in California.



# 2018 Convention Proposal

## April 27-29, 2018

### Key Benefits of Long Beach as the Host

#### 2018 Mission...

As we move toward the mid-term elections in 2018 there is major upheaval in the political spectrum both nationally and in the State of California that needs to be addressed. Right now is the time that the Libertarian Party of California needs to step-up to the plate and show that we, as a party, have REAL solutions for the REAL problems that face all of us. As such, we need to present ourselves as a Party to be reckoned with and our annual convention in 2018 is exactly the time and place to do so!

While in the past the annual convention has been coordinated by outside contractors or County Affiliates, by letting others take the reins we gave up the opportunity to present the issues that represent the party as a whole. Therefore, it's important that we brand ourselves as a unified state party and take on the responsibility given to the State Officers and Representatives when the Central Committee elected the Executive Committee.

The proposal that the State Party take the lead in planning for the 2018 Convention is not to take away opportunities from the local party affiliates. We need to work with ALL of the local affiliates so that ALL of our best interests, and the interests of ALL Californians, are taken into account. Having the State Party directly involved does more to encourage the participation from all regions than any other option.

#### Boots on the Ground...

As the sponsor of this proposal, I live less than 10 minutes from the Long Beach Marriott. I can be the boots on the ground for day-to-day negotiations and coordination, and have already negotiated great rates and low room night requirements. However my hope is that the Convention Committee consists of not just members of the Executive Committee, but also that it has representation from several Southern California Affiliates. I have spoken with Brian and Christine Kelly and George Reis, Officers from Orange County, and they are ready and willing to get involved. Alicia Dearn, San Diego Chair, has reviewed the proposal and agrees that Long Beach is the better option. I also hope, if this proposal is accepted, that the Los Angeles County Affiliate will join in, as well as the other Southern Counties, so that we can make this the best convention in the History of the party!

Why is Long Beach the right place? It is central to both Los Angeles and Orange Counties. It has the opportunity to attract the best speakers as well as the most media. I personally have created relationships with KFI news reporters as well as the Long Beach Press Telegram. As a past Editor-in-Chief of the Cal State Long Beach Union Newspaper I am confident that we will get reduced rate (if not free) advertisement as well as news coverage. I also will be able to attract volunteers from Cal State Long Beach and the Long Beach City College Student Libertarian groups.

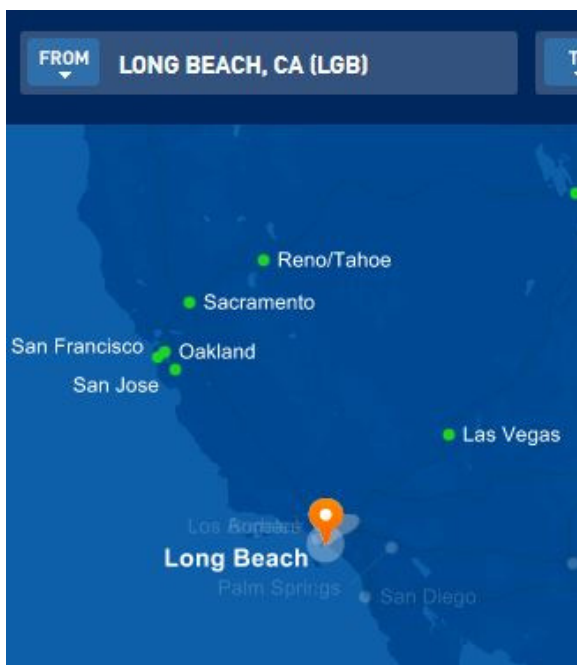
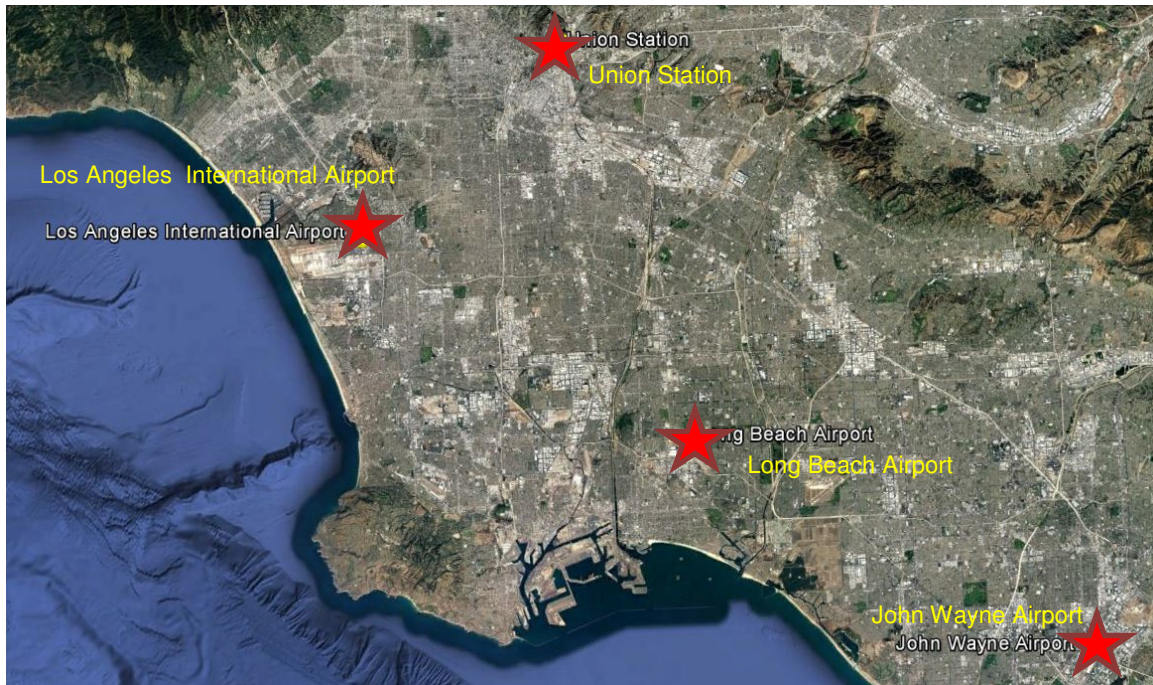




# 2018 Convention Proposal

## April 27-29, 2018

### Transportation Benefits of Long Beach



### Sample Fares between Long Beach San Jose on Jet Blue

Best Fare Finder

							FROM \$54 ONE-WAY/PP
	2	3	4	5	6	7	8
	FROM \$54 ONE-WAY/PP	FROM \$97 ONE-WAY/PP	FROM \$91 ONE-WAY/PP	FROM \$59 ONE-WAY/PP	FROM \$54 ONE-WAY/PP	FROM \$59 ONE-WAY/PP	FROM \$54 ONE-WAY/PP
	9	10	BEST FARE! FROM \$44 ONE-WAY/PP	BEST FARE! FROM \$44 ONE-WAY/PP	BEST FARE! FROM \$44 ONE-WAY/PP	FROM \$54 ONE-WAY/PP	FROM \$54 ONE-WAY/PP
	16	17	BEST FARE! FROM \$44 ONE-WAY/PP	BEST FARE! FROM \$44 ONE-WAY/PP	FROM \$59 ONE-WAY/PP	FROM \$59 ONE-WAY/PP	FROM \$54 ONE-WAY/PP
	23	24	FROM \$103 ONE-WAY/PP	FROM \$59 ONE-WAY/PP	FROM \$54 ONE-WAY/PP	FROM \$59 ONE-WAY/PP	FROM \$59 ONE-WAY/PP



# 2018 Convention Proposal

## April 27-29, 2018

## Convention Host Requirements

### Minimum requirements for available space...

- Friday Night Reception area (6pm-10pm)
  - Minimum of 75 person occupancy
  - High and low tables
  - Cash Bar / food options
- Saturday Night Banquet area
  - Minimum of 80 person occupancy
  - Round table seating of 8 or 10
  - Viewing only seating option
  - Reasonable pricing for plated dinner
  - Cash Bar / Beverage option
- Business Room
  - Minimum of 180 person occupancy
  - Riser Stage with seating for 5
- Speaker Room
  - Minimum of 50 person occupancy
  - Riser with minimum seating for 3
- Hallway / Open Area
  - Cash Bar / food options
  - Coffee & Tea Service
  - Reception Desk with minimum seating for 3
- Lunch Room
  - Minimum of 75 person occupancy
  - Round table seating of 8 or 10
  - Viewing only seating option
  - Reasonable pricing for individually plated or buffet style food
  - Cash Bar / Beverage option



# 2018 Convention Proposal

## April 27-29, 2018

### Convention Host Solution

#### The Long Beach Marriott...

Benefits of the Long Beach Marriott:

- Our preferred dates for the last weekend in April are available
- \$139 per night room block rate which includes in-room Wi-Fi
- Free on-site parking
- Free Airport shuttle
- 17,063 square feet of meeting space
- Food and Beverage prices are all-inclusive (no additional taxes or fees)
- Better than four star rating on all major sites (google, yelp, trip advisor, etc.)



**Long Beach Marriott**  
4700 AIRPORT PLAZA DRIVE | LONG BEACH, CA 90815





# 2018 Convention Proposal

## April 27-29, 2018

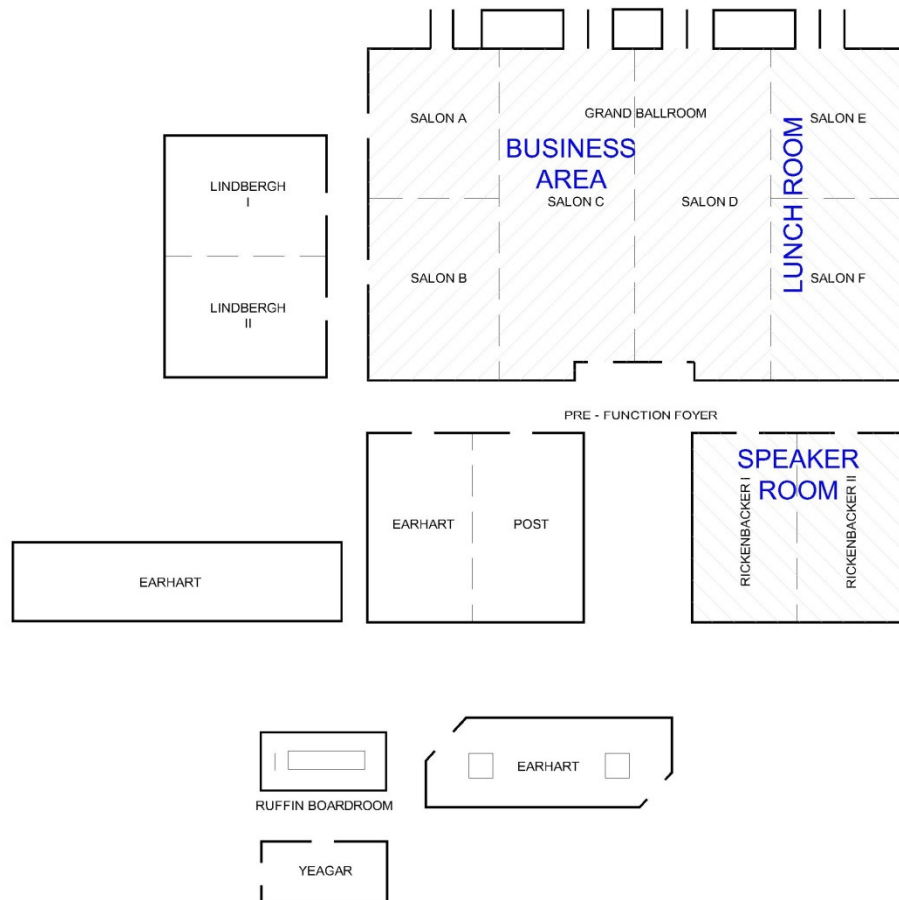
### Long Beach Marriott Benefits

#### The Long Beach Marriott Offers...

Space for the Friday night Reception and Saturday night Banquet (1,500 square feet), Saturday and Sunday Official Business (4,500 square feet), Saturday and Sunday Lunches (1,500 square feet), Speakers and Vendors (1,200 square feet) will be included at no charge with the following provisions:

- \$18,000 Food and Beverage agreement
- 80% of 80 room block over the 2-day event

#### MEETING ROOMS





# 2018 Convention Proposal

April 27-29, 2018

## The Long Beach Marriott Guest Accommodations...



Long Beach Marriott Great Room



Double Bed Guest Room



King Guest Room



Poolside



The Courtyard





# 2018 Convention Proposal

April 27-29, 2018

## The Long Beach Marriott Meeting Space...



The Grand Ballroom



Classroom Seating



Theater Seating



# 2018 Convention Proposal

## April 27-29, 2018

## Marriott Food & Beverage Options

### Sample Menu Pricing...

- Friday Night Reception; Elite Hors D' Oeuvres | \$4.50 per piece
  - Bruschetta with Focaccia Toast
  - Prosciutto Wrapped Cantaloupe
  - Sesame Chicken
  - Mushroom Florentine
  - Spinach & Feta Cheese Turnovers
  - Thai Beef Satay
- No Host Bar Pricing (Bar set-up fee of \$150 waived if purchases are \$500 or greater)
  - House Cocktail | \$9
  - Top Shelf Cocktail | \$12
  - House Wine | \$9
  - Premium Wine | \$11
  - Domestic Beer | \$7
  - Craft Beer | \$9
  - Soft Drinks, Bottled Water, Juice | \$5
- Elite Continental Breakfast | \$25
  - Fresh Seasonal Fruit
  - Assortment of Fruit-Filled Danishes, Muffins, Cinnamon Rolls & Croissants
  - Chilled Assortment of Fruit Juices Freshly Brewed House Coffee Selection of Hot Tazo® Teas
- Morning and Afternoon Refreshments
  - Freshly Brewed Regular or Decaffeinated House Coffee | \$58 per gallon
  - Assorted Hot Tazo® Tea | \$58 per gallon
  - Iced Tea, Nestea® Raspberry Iced Tea or Lemonade | \$58 per gallon
  - Bottled Water | \$4 each
- Lunch Options
  - Plated Lunch options | \$36-\$45 per person (Includes soup or salad and dessert)
    - Chicken Mediterranean
    - Pan-Seared Salmon
    - Tuscan Pasta (Vegetarian Option)
  - Buffet Lunch Options | \$36-\$49 per person
    - Runway Deli Buffet
    - Mexican
    - Italian
- Banquet Options | \$60 per person (Includes soup or salad and dessert)
  - Long Beach Chicken
  - Roasted Herb Salmon
  - Portabella Marinara



# 2018 Convention Proposal

## April 27-29, 2018

## Past Convention Cost Analysis

### Historic Convention Statistics...

#### 2017 Santa Clara Convention:

- **Total attendance**      142   Attendees  
                                     15   Speakers  
                                     93   Delegates
- **Events Attendance**      71   Speakers Access  
                                     66   Banquet (43 Dining/23 Viewing only)
- **Packages Sold**

Type	Amount Sold
Delegate Floor Only (no cost)	40
Student Floor Access	3
Delegate Premium	8
Delegate Premium Plus	8
Non Delegate Speaker Only	1
Non Delegate Full Access	6
Delegate Full Access	21
Platinum Guest	3
Delegate Full Access with Lunch	4
Delegate Full Access with Banquet	2
Delegate Full Access with Lunch & Banquet	19
Platinum	1
Banquet Add On	20
Lunch Add On (per day)	6
<b>Total</b>	<b>142</b>

- **Floor Delegates**
  - There was no fee for Delegate Floor Access Only
  - 40 delegates pre-registered for \$0 floor only access
  - 62 delegates pre-registered for paid packages
  - 93 delegates signed in as voting members during the weekend
  - 75 voting delegates were present on April 29, 2017
  - 82 voting delegates were present on April 30, 2017





# 2018 Convention Proposal

## April 27-29, 2018

- **Package Pricing:**

Package-2017	March	April 1-25, 2017	At the Door
Delegate Floor Access Only (no cost)	Free	Free	Free
Student Floor Access	\$25.00	\$25.00	\$25.00
Delegate Premium	\$35.00	\$35.00	\$35.00
Delegate Premium Plus	\$50.00	\$50.00	\$50.00
Non Delegate Speaker Only	\$50.00	\$50.00	\$50.00
Non Delegate Full Access	\$75.00	\$75.00	\$75.00
Delegate Full Access	\$100.00	\$100.00	\$100.00
Delegate Full Access with Banquet	\$200.00	\$225.00	\$250.00
Delegate Full Access with Lunch	\$250.00	\$265.00	\$280.00
Delegate Full Access with Lunch & Banquet	\$350.00	\$365.00	\$380.00
Platinum	\$500.00	\$515.00	\$530.00
Platinum Guest	\$235.00	\$250.00	\$265.00
Lunch Add On (per day)	\$75.00	\$75.00	\$75.00
Banquet Add On	\$100.00	\$125.00	\$150.00

- Membership dues were included in the Premium Plus Package as well as all Full Access Packages and the Platinum Package

### Previous Convention Delegate Counts:

- 2017 Santa Clara, CA      Voting Delegates    93
- 2016 Los Angeles, CA    Voting Delegates    64
- 2015 Las Vegas, NV      Voting Delegates    74
- 2014 Visalia, CA        Voting Delegates    44
- 2012 Ventura, CA        Voting Delegates    70
- 2011 Tahoe, CA         Voting Delegate      52

### 2017 Convention Contract Requirements:

- The contract was negotiated with the Santa Clara Marriott to include, at no charge, all meeting space required for the event if certain requirements were met:
  - 100 room nights (with a minimum of 80% filled)
  - \$10,000 Food and Beverage requirement (not including taxes and Fees)
- 65 Room nights were sold prior to the convention, therefore the Party was responsible for payment on 15 room nights.
- Food and Beverage totals exceeded the \$10,000 minimum therefore there was no additional charges that needed to be paid by the party
  - Total Catering Cost                      \$13,679.45
  - Total Food Cost                            \$ 9,667.00
  - Sales from Cash Bars (Estimate)       \$ 2,600.00
  - Fees (24%) and Taxes (9%)            \$ 4,002.45



# 2018 Convention Proposal

## April 27-29, 2018

### 2017 Convention Meal Package Analysis:

#### Saturday and Sunday Lunches

Southwest Buffet 45 @ \$54 (Saturday)	\$2,430.00
Cash Bar (Saturday Labor)	\$ 150.00
Little Italy Buffet 40 @ \$54 (Sunday)	\$2,160.00
Cash Bar (Sunday Labor)	\$ 150.00
24 % Service Fee	\$1,101.60
9% Sales Tax	\$ 512.25
<b>Total:</b>	<b>\$6,503.85</b>

Final per Plate Cost	=	\$ 76.52
Sale Price per Plate	=	\$ 75.00
<b>Loss to Party: \$1.52 per Plate</b>	<b>=</b>	<b>\$129.20</b>

#### Saturday Banquet

Plated Dinners 43 @ \$69	\$2,967.00
Cash Bar	\$ 150.00
24 % Service Fee	\$ 712.08
9% Sales Tax	\$ 331.12
<b>Total:</b>	<b>\$4,160.20</b>

Final per Plate Cost	=	\$ 96.75
Sale Price per Plate	=	\$100.00
<b>Profit to Party: \$3.25 per Plate</b>	<b>=</b>	<b>\$139.75</b>

### Going Forward...

- Hotel Room night minimums should be negotiated to be a lesser minimum with the option of expansion if more rooms are needed. This will minimize the party's risk of paying for rooms that aren't used.
- Catering negotiations must insure reasonable pricing that will encourage more members to buy food packages as well as reducing or eliminating added service fees or taxes.
- Packages need to be priced to insure all expenses are paid for the food items purchased and also include a profit for use in paying for other necessary convention expenses.
- Membership dues should not be included in the Convention Package options. This option caused more problems than it solved as many members didn't realize it was included and renewed their memberships the same day they purchased their package. Instead an add-on option for only new memberships, at a discounted rate, should be offered to increase sales and grow the party. As these will be new members joining through the state there will be no issues with dues sharing.



# 2018 Convention Proposal

## April 27-29, 2018

## 2018 Convention Cost Analysis

### Packages Options to meet Food and Beverage Requirements...

#### To meet the minimum \$18,000 Food and Beverage Requirement:

- Include a continental Breakfast with all premium and above packages
- Insuring lower lunch pricing will attract more purchases
- Obtain sponsorship for complimentary beverages to all delegates on the floor and for food service at the Friday Night Reception

#### Proposed Convention Package Options:

- **Non Delegate Full Access:**
  - Premium Badge (non delegate)
  - Continental Breakfast both mornings
- **Delegate Floor Access:**
  - Floor access for all Party Business
  - Delegate Badge
  - Stapled copies of Party Bylaws and Platform
- **Delegate Premium Package (the above plus the following):**
  - Premium Badge with appropriate ribbons
  - Premium Printed and bound materials to include speaker bios, etc.
- **Delegate Premium Plus Package (all of the above plus the following):**
  - Continental Breakfast both mornings
- **Delegate Full Access (all of the above plus the following):**
  - Speaker Access
- **Delegate Full Access with Lunch and Banquet (all of the above plus the following):**
  - Reduced pricing of Lunches and Banquet
- **Platinum Delegate (all of the above plus the following):**
  - Name and/or Company recognition in all printed materials (if purchased in advance)
  - Preferred seating on the floor as well as at speakers table at the banquet

#### Suggested Convention Package Pricing:

- Incentives given for early purchase
- New membership discount included prior to the end of 2017 to insure all attendees have the ability to vote on Party business during the convention



## 2018 Convention Proposal April 27-29, 2018

Package-2018	Prior to the end of 2017	January 1 - April 1, 2018	April 1 - 26, 2018	At the Door
Delegate Floor Access Only (no cost)	Free	Free	Free	Free
Student Floor Access	\$15.00	\$15.00	\$15.00	\$15.00
Delegate Premium	\$25.00	\$35.00	\$35.00	\$35.00
Delegate Premium Plus	\$50.00	\$60.00	\$60.00	\$65.00
Non Delegate Full Access	\$70.00	\$75.00	\$75.00	\$80.00
Delegate Full Access	\$100.00	\$110.00	\$110.00	\$115.00
Delegate Full Access with Lunch & Banquet	\$300.00	\$325.00	\$335.00	\$350.00
Platinum Delegate	\$500.00	\$515.00	\$525.00	\$530.00
New Membership	\$20.00	-----	-----	-----
Lunch Add On (per day)	\$60.00	\$65.00	\$70.00	\$75.00
Banquet Add On	\$100.00	\$125.00	\$135.00	\$150.00

### Menu options to meet Food and Beverage Requirements...

Options below are based on attendance at the 2017 Convention

- 63 members purchased packages that were Premium Plus or above
- 85 lunches were purchased over the 2-days
- 43 banquet dinners were purchased

#### Saturday and Sunday Breakfast:

Continental Breakfast 63 @ \$25 (Saturday)	\$1,575.00
Continental Breakfast 63 @ \$25 (Sunday)	\$1,575.00
<b>Total:</b>	<b>\$3,150.00</b>

#### Saturday and Sunday Lunch:

Lunch Buffet 45 @ \$49 (Saturday)	\$2,205.00
Lunch Buffet 40 @ \$49 (Sunday)	\$1,960.00
<b>Total:</b>	<b>\$4,165.00</b>

#### Saturday Night Banquet:

Plated Dinners 43 @ \$60	\$2,580.00
<b>Total:</b>	<b>\$2,580.00</b>

#### Cash Bar: Friday Night Reception and Saturday Night Banquet

Total Cash Bar Sales (Estimate)	\$2,600.00
---------------------------------	------------

**Total Food Package Sales (Based on 2017 numbers): \$12,495.00**



# 2018 Convention Proposal

## April 27-29, 2018

### Sponsor Options...

**Sponsored Food and Beverage estimated to be a minimum of \$5,000:**

#### Saturday and Sunday Refreshments:

Coffee and Hot Tea 5/day @ \$58 per gallon	\$ 580.00
Iced Tea 2/day @ \$58 per gallon	\$ 232.00
Bottled Water 50/day @ 4.5 each	\$ 450.00
<b>Total:</b>	<b>\$1,262.00</b>

#### Friday Night Reception:

Coffee and Iced Tea 4 @ \$58 per gallon	\$ 232.00
Bottled Water 60 @ \$4.50 each	\$ 270.00
Hot and Cold Hors d'oeuvres 300 @ \$6.00 each	\$2,100.00
Fresh Vegetable Crudités serves 50	\$ 229.00
Cheese Display and Crackers serves 50	\$ 354.00
Fresh Seasonal Fruit 50 @ \$6 each serving	\$ 300.00
Assorted Cookies or Brownies 4@ \$40 per dozen	\$ 160.00
<b>Total:</b>	<b>\$3,645.00</b>

**Total Sponsored Food And Beverage: \$ 4,907.00**

### Anticipated Income From Meal Packages...

#### Saturday and Sunday Lunches

Mexican Buffet 45 @ \$49 (Saturday)	\$2,205.00
Cash Bar (Saturday Labor)	\$ 150.00
Italian Buffet 40 @ \$49 (Sunday)	\$1,960.00
Cash Bar (Sunday Labor)	\$ 150.00*
<b>Total:</b>	<b>\$4,465.00</b>

Final per Plate Cost	=	\$ 52.53
Minimum Sale Price per Plate	=	\$ 60.00
<b>Profit to Party: \$7.47 per Plate</b>	=	<b>\$ 635.00</b>

#### Saturday Banquet

Plated Dinners 43 @ \$60	\$2,580.00
Cash Bar	\$ 150.00*
<b>Total:</b>	<b>\$2,730.00</b>

Final per Plate Cost	=	\$ 63.49
Minimum Sale Price per Plate	=	\$ 36.51
<b>Profit to Party: \$3.25 per Plate</b>	=	<b>\$1,569.93</b>

\* Bar Service Fee Waived if sales are \$500 or greater



# 2018 Convention Proposal

## April 27-29, 2018

### Anticipated Income from Convention Packages...

Type	Anticipated Amount	Early Bird Pricing	Anticipated Sales
Student Floor Access	3	\$15	\$45
Delegate Premium	8	\$25	\$200
Delegate Premium Plus	8	\$50	\$400
Non Delegate Full Access	8	\$70	\$560
Delegate Full Access	25	\$100	\$2,500
Delegate Full Access with Lunch & Banquet	20	\$300	\$6,000
Platinum	1	\$500	\$500
Lunch Add On (per day)	10	\$60	\$600
Banquet Add On	15	\$100	\$1,500
		<b>*Total</b>	<b>\$12,305</b>

\* Based on 2017 Convention Sales

#### Package Profit

Total Sales	\$12,305.00
<u>Less Direct Food &amp; Beverage Cost</u>	<u>\$ 9,895.00</u>
<b>Gross Sales:</b>	<b>\$ 2,410.00</b>

#### Additional Convention Costs

Audio Visual (drops and power supply)*	\$ 680.00
Badges	\$ 700.00
<u>Printing</u>	<u>\$ 600.00</u>
<b>Gross Costs:</b>	<b>\$ 1,980.00</b>

\*Internet for Live-Streaming would be approximately \$1,500 and paid by sponsorship

#### Net Profit

Based only on an apples to apples cost vs. income analysis per the 2017 Convention, adjusted by the proposed 2018 costs and pricing, the convention would turn a net profit of \$430.00.

#### Additional Note:

With early marketing, greater value in packages at a lower package price for early registration, sales are anticipated to be much higher therefore a far greater profit is expected.



# 2018 Convention Proposal

## April 27-29, 2018

## Conclusions

### Learning from the 2017 Convention...

The 2017 State Convention had the highest attendance in recent memory, with 20 more delegates than the most attended convention in the past 6 years. In addition, it had a polished and professional look while still staying true to our Libertarian beliefs. However, the 2017 Convention suffered from a lack of time to promote the event as well as a poorly executed contract with the host hotel, ultimately creating a net loss in income. Many attendees at the convention expressed disinterest in the lunch buffets due to the high price and therefore many opted for no or low cost convention packages.

### Planning Early...

Based on the lessons learned from the 2017 Convention the key to success is to start planning early! This gives more time for better negotiation with the host hotel as well as more time for marketing! Offering "Early Bird" package pricing will insure members sign up early, therefore giving the party time to fine tune the food and beverage packages with the hotel. Also, with offering a discount on membership dues we will insure greater attendance, better visibility and growth of the party prior to the 2018 mid-term elections.

### Speakers...

With advance planning we can attract speakers that will appeal to both current members of the Libertarian Party as well as the community at large. Long Beach will attract the best speakers as it offers so many benefits and amenities. Matt Welch, Author and Editor-at Large for *Reason*, Lisa Kennedy Montgomery, author and Host of *Kennedy* on Fox Business and Drew Carey, comedian and television host have been contacted and have expressed interest in speaking at a convention held in Long Beach. These high caliber speakers will insure both high attendance and local (possibly national) media coverage!

Additional speakers should be identified and contacted as soon as possible to insure sufficient time for promotion. This will also insure that we have the largest audience possible to promote our California Candidates!

### Promotion...

As the sponsor of this proposal I will work tirelessly to promote the Long Beach Event. I will be personally canvassing the Long Beach area for my campaign for State Assembly and can distribute Convention information at the same time. I will also personally be in contact with local media to promote both my campaign and the State Convention.

**For more information please contact [hmrobson@ca.lp.org](mailto:hmrobson@ca.lp.org)**



May 25, 2017

Ms. Honor Robson

**Libertarian Party of California Convention**  
April 2018

Dear Honor:

We are excited about the opportunity to host the **Libertarian Party of California Convention**. Our staff looks forward to introducing you to a brand of hospitality, upon which we have built our reputation for excellence.

After reviewing all of your program requirements we are confident that we can exceed all of your expectations.

□ **SERVICE**

We pride ourselves on the level of service we have achieved at the Long Beach Marriott Hotel. From our helpful and friendly Front Desk Staff and attentive Housekeeping Personnel to our experienced Banquet Staff, I am certain we will make a lasting impression on all your attendees.

□ **ROOM RATE**

Offering a room rate that is economically attractive to your attendees is important. The more affordable the room rate, the more attendance you will have at your conference. We understand this objective and by offering a very competitive discounted group rate for the Long Beach area, we can help ensure excellent attendance for your conference.



## Currently we can offer the following group room availability:

### Attendees

Date	Day	Standard	Total Rooms
04/27/2018	Fri	40	40
04/28/2018	Sat	40	40

## Long Beach Marriott is pleased to offer the following group room rates:

Start Date	End Date	Room Type	Single
04/27/2018	04/28/2018	Standard	\$139.00

- *Hotel's Room Rates are subject to applicable state and local taxes (currently 15%) in effect at the time of check out.*
- ⦿ *Group Rates quoted are non-commissionable*

### Concessions

- ⦿ Complimentary Basic Guest Room Internet
- ⦿ Complimentary Parking
- ⦿ Complimentary Shuttle Service anywhere within 3 mile radius including the Long Beach Airport
- ⦿ Rewarding Events: Earn up to a maximum 50,000 Marriott Rewards Points or 15,000 Airline Miles per Event. Earn 3 points for every US Dollar.
- ⦿ Wi-Fi Included for attendees in main General Session Room- up to 50- additional lines @ \$10.00 per line / per day
- ⦿ Guaranteed 2017 F&B Menu Pricing
- ⦿ Waived Meeting Room Rental based on Food & Beverage Minimum

## **Event Agenda:**

Date	Day	Start Time	End Time	Function Type	Setup	# People	Rental	Meeting Room
04/27/2018	Fri	6:00 PM	10:00 PM	Cocktail Reception	Rounds of 8	150	<b>Waived</b>	Poolside
04/28/2018	Sat	8:00 AM	5:00 PM	Meeting	Theatre	60	<b>Waived</b>	Rickenbacker
04/28/2018	Sat	8:00 AM	5:00 PM	Meeting	Rounds of 10	70	<b>Waived</b>	Salon EF
04/28/2018	Sat	8:00 AM	5:00 PM	General Session	Schoolroom	180	<b>Waived</b>	Salon ABCD
04/28/2018	Sat	6:00 PM	10:00 PM	Dinner	Rounds of 10	80	<b>Waived</b>	Salon EF or Patio
04/29/2018	Sun	8:00 AM	5:00 PM	Meeting	Theatre	60	<b>Waived</b>	Rickenbacker
04/29/2018	Sun	8:00 AM	5:00 PM	Meeting	Rounds of 10	70	<b>Waived</b>	Salon EF
04/29/2018	Sun	8:00 AM	5:00 PM	General Session	Schoolroom	180	<b>Waived</b>	Salon ABCD

### **Clauses / Disclaimers**

- ☉ *Function pricing above is based on a minimum total of **\$18,000.00** (Inclusive of all Tax and Service Fees) in catered Food and Beverage Revenue.*

### **VALUE**

You will discover the true meaning of value once you have experienced a successful and memorable program at the Long Beach Marriott Hotel. The Long Beach Marriott Hotel is a Three-Diamond, full service property, close to Long Beach Airport. Here are a few of the amenities we have to offer you and your attendees:

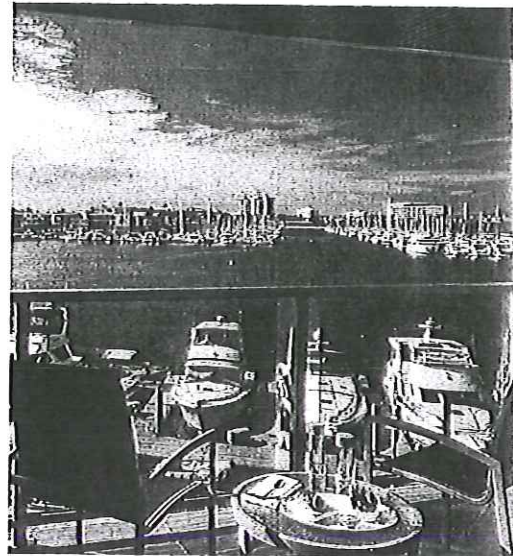
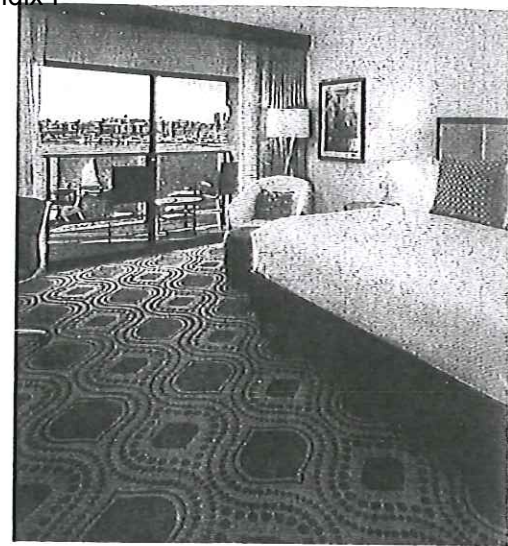
- **310 beautifully decorated guestrooms with Marriott's Sleep Well Beds and Revive Bedding**
- **Starbucks Lobby Bar**
- **Tamarindo's Margarita Bar & Patio: Lunch, Dinner & Cocktails**
- **Terrace Grille and Patio: Breakfast, Lunch & Dinner**
- **Newly updated Fitness Center**
- **Indoor/Outdoor Swimming Pool**

Thank you again for your consideration of our hotel and I hope we have the opportunity to work with you.

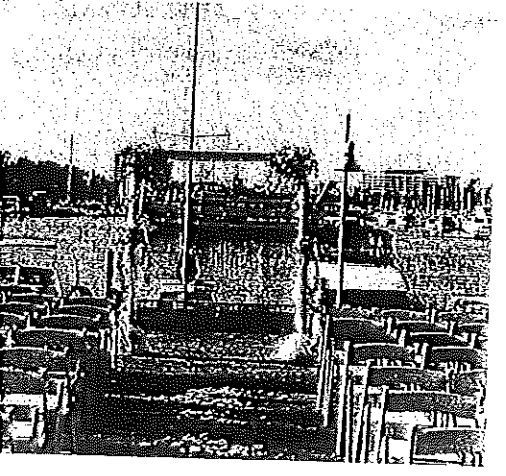
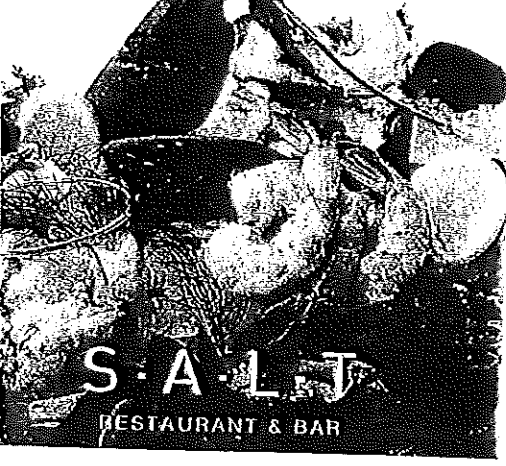
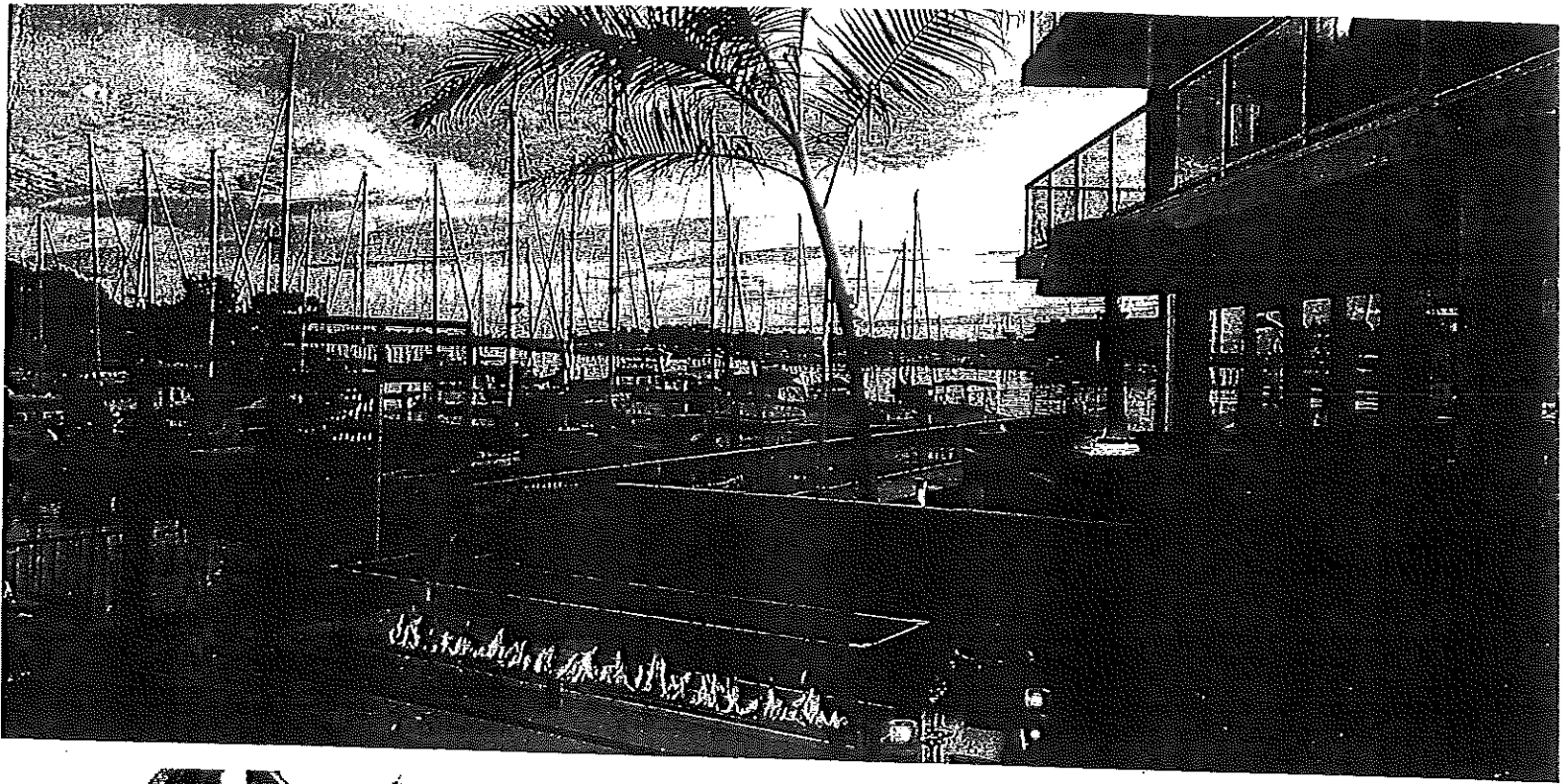
Warm Regards,

Lisa Triay  
Group Sales Manager  
[Lisa.triay@marriott.com](mailto:Lisa.triay@marriott.com)  
562-627-8036









You are invited to rediscover the Marina del Rey Hotel, the marina's most classic waterfront hotel destination, where poolside cabana rooms, sweeping marina views, exquisitely prepared fresh fare, craft cocktails, and an attentive staff turn fantasies of sunshine, relaxation, and luxury into reality.

**Unparalleled Amenities**

- Outdoor Year-round Heated Infinity Pool & Spa with Marina Views
- Private Marina-facing Event Lawn
- On-site Full-Service Restaurant and Lounge (B,L,D)
- Cocktails and Light Fare Menu served Poolside
- 24-Hour Room Service
- Poolside and Marina View Rooms with a Private Cabana, Patio or Balcony
- 1,200 sq. ft. Presidential Suite with Sweeping Marina Views
- Molton Brown Bath Amenities
- 55" LED HD Televisions in all Guest Rooms
- Complimentary Wi-Fi
- 24-Hour Concierge
- Valet Parking

**Premier Events on the Marina**

Choose from over 9,700 sq. ft. of flexible indoor and outdoor meeting and event space, complete with on-site event catering and expert staff. Whether it's strictly business or a breathtaking wedding ceremony set against the marina, we have you covered.

Meeting Space	Sq. Ft.	Theater	Classroom	Conference	U Shape	Reception	Banquet
Board Room	347'	o	o	10	o	o	o
Private Dining Room	478'	25	18	10	16	25	20
Waterfront Room	900'	60	30	24	30	60	50
Marina Room	622'	30	16	12	12	25	30
Edgewater Room	1052'	60	35	20	21	50	50
Regatta Room	2892'	275	100	40	60	300	170
Event Lawn	3547'	200	o	o	o	300	170

MARINA DEL REY HOTEL



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## Database Committee Report, June 11<sup>th</sup>, 2017

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**Commissioned by:** Ted Brown – CA LP Chairperson

**Committee Chair:** Robert Imhoff

**Members:**

Steve Haug – CA LP Treasurer

Jason Wu – CA LP Webmaster

Boomer Shannon – CA LP At Large rep

Tim Ferreira – CA Central Committee Member

Mimi Robson – CA LP Secretary

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### Agenda

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- Update Executive Committee on NeonCRM progress
- Update Executive Committee on NeonCRM Replacement
- Recommendations
- Budget Request

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### Database Committee

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#### Committee Purpose

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- Clearly identify problems with current NeonCRM solution
- Identify quick wins to resolve problems within NeonCRM
- Build process around managing membership in NeonCRM
- Explorer replacements for NeonCRM

---

### Mission Statement

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*To provide a real-time, accurate account, of new, existing, and potential members of the California Libertarian Party, for purposes of maintaining membership information and providing real-time accurate information from one central system.*

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### Executive Overview

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The Database Committee has made great strides towards fixing technical issues with our current NeonCRM, and re-building process for day to day functions of the Secretary. We have been successful in identifying the needs of the Libertarian Party of California as it relates to membership and donation tracking. These have been captured as Success Criteria, which will allow us to generate metrics on the quality of our membership database.

After over 200 hours of research, process creation, service training, and repairs, the database is now hovering above 90% accurate for current membership numbers. The Secretary will continue to work with County Affiliates to get these numbers to 100% over the coming months.

## Database Committee Report

### Appendix J



However, during the research and repair process, it has become clear that NeonCRM – in its current form – is no longer sufficient source of truth for membership. As we look to the future, we expect the growth of membership will not allow us to maintain accurate and fast reporting of membership data using NeonCRM. The database committee therefore recommends that we begin Phase 2 of the database replacement project. In Phase 1 we explored what is required for a membership database, built out success criteria, and selected three vendors that could meet these needs. Phase 2 will begin the process of testing these three vendors with sample membership data from our current database. We will then accurately report how well our success criteria is met, and be able to move onto Phase 3 – Migration of Data to new Database.

The database committee is asking for a \$500 budget to begin testing: A new NeonCRM, and National Builder, and CiviCRM across a three (3) month period, after approval. We will then report back findings at the next Executive Committee Meeting (September / October 2017).

Finally, the State Treasurer reports that Authorize.net does not meet the needs of a political party who has FPPC reporting requirements. He has asked that we expand our research to also include finding a replacement to Authroize.net. We have added that to our responsibilities.



## NeonCRM Report

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- Crosstrain secretary on NeonCRM completed
- Crosstrain new treasurer on NeonCRM in progress
- Changes to NeonCRM
  - Updated “New Membership Form” to be moresimple
  - Forced “Pledge” to be required to sign up as newmember
  - Updated all LPC addresses to point to newaddress
  - Updated all contact information to use current treasurer, secretary, and database chairperson
  - Removed “Gift” options in “New Membership” process
  - Updated Life Member price in “NewMembership”
- Process change in NeonCRM
  - Created County Password Procedure for secretary
  - Researched “Deferred” status, updated accounts, and deprecated the use of “Deferred”
- System changes in NeonCRM
  - Ran report for all non-county members, worked with counties to get members placed in correct counties. Report now available to see status of these records
  - Ran report for all non-pledge members, working towards getting pledge status updated for members.
- Secretary progress
  - Completed “Backlog” in system
  - Completed “Declined” report in system
  - Removed “Deferred” from process
  - Monitoring all new members, renewals, and declined transactions
- Work to be completed
  - Update email templates
  - Fix physical mail merge process

## NeonCRM Replacement

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The database committee has successfully resolved many errors and omissions within the NeonCRM system, with the direct assistance of the secretary. In addition, new processes have been created to ensure that information is being updated in real-time. The membership database is in a much better situation than it was 12 months ago. We have high confidence that the accuracy of all records now exceeds 90%.

However, during the process of updating NeonCRM and building processes to work within the system, it was clear that it is not built to give all the features and information that a political party would want or need to use. We think that it is important to continue to explore requirements for a new membership database, and consider a replacement.

Below is a list of persistent issues that would be very difficult to resolve in our current membership database:

- Membership dues and donations are difficult to reconcile with monies in bank account
  - Some members pay their county directly, and it is important that we record that county collected money, and there is no transaction to track in LPC bank account is difficult





- Money transaction do not connect directly to authorize.net transaction (this is BOTH a NeonCRM issue AND an Authorize.net issue)
- Consistency for how transactions are recorded is not done well, and system does not provide “rails” to prevent incorrect data entry
- NeonCRM was built for non-profit events, not political parties
  - Neon requires custom fields for political parties, and does not integrate with the platforms intended purpose
  - Neon does not offer political services like other systems do (E.g. Auto populating voting districts based on address)
  - Membership levels are cumbersome, and logic to support auto renewal based on monthly donations is not very good
- Reporting data in NeonCRM is inconsistent or incompatible
  - Running the same report twice within a 10min period can return different results with no real reason why
  - System requires that reports use special search fields, without documentation on those fields purpose
  - Running reports on questions like, “Who has shown interest in phone banking?” cannot be run
  - Running reports to reconcile FPPC requirements are not possible without significant work and support from NeonCRM team.
- Custom Searches and Reporting not possible
  - NeonCRM does not allow for searching on custom database fields (Like county officers), you are required to run a report for simple searches like this
  - NeonCRM does not allow for “tags” of each member, meaning things like “Top donations”, “Attended Rally”, are not easily captured.
  - NeonCRM does not allow for freeform reports, you must start with a basic report. This means a donation report, where you want to also capture membership data, cannot be generated.

## Recommendations

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1. Continue supporting the Database team’s efforts to clean up and operationalize membership work in NeonCRM
2. Expand database committee into also searching for Authorize.net replacement (As recommended by LPC Treasurer)
3. Continue to research replacements for NeonCRM
4. Consider budget for testing alternative solutions to NeonCRM

## Budget Request

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The Database Committee would like to formally request \$500 for a 3-month project to begin testing alternatives to NeonCRM. The committee has reduced the possible replacement systems as follows:

- CiviCRM (Self-Hosted)
- Nation Builder
- Re-Deploy new NeonCRM

## Database Committee Report

### Appendix J



We are asking for a \$500 budget to cover the following costs:

- NeonCRM Test Account \$50/month (<https://www.neoncrm.com/pricing/>)
- CiviCRM Hosting Fees \$43.92/month (<https://aws.amazon.com/ec2/pricing/on-demand/>)
- Nation Builder Test Account \$59/month (<http://nationbuilder.com/pricing>)

Total: \$458.76 (estimate)



## Meeting History

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- Initial Call – 2017/03/07- Attended: Robert Imhoff, Alex Appleby, Tim Ferreira, Gale Morgan
- Call 2 – 2017/03/13 – Attended: Robert Imhoff, Alex Appleby, Tim Ferreira, Gale Morgan
- Call 3 – 2017/03/22 – Attended: Robert Imhoff, Alex Appleby, Tim Ferreira, Gale Morgan, Mimi Robson, Ted Brown
- Call 4 – 2017/04/05 – Attended: Robert Imhoff, Alex Appleby, Tim Ferreira, Mimi Robson
- Call 5 – 2017/05/23 – Attended: Robert Imhoff, Mimi Robson, Steve Haug, Ted Brown, Boomer Shannon, MB, Jorge

## References

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NeonCRM: <https://www.neoncrm.com>

NationBuilder CRM: <https://www.nationbuilder.com>

CiviCRM: <https://civicrm.org/>

ZOHO CRM: <https://www.zoho.com/>

Cloze CRM: <https://www.cloze.com/>

Base CRM: <https://getbase.com/>

SalesForce CRM: <https://www.salesforce.com/company/news-press/press-releases/2007/04/070418.jsp>

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# Information Technology Report, June 11<sup>th</sup>, 2017

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**Commissioned by:** TBD  
**Committee Chair:** Robert Imhoff  
**Members:**

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## Agenda

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- Update Executive Committee on IT Systems Outlays
- Recommendations

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## IT Workgroup Committee

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### Committee Purpose

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- Clearly identify problems with current IT Systems
- Identify quick wins to resolve problems within IT Systems
- Consolidate IT resources and reduce costs
- Maintain day to day operations of IT Infrastructure

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### Mission Statement

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*To provide a process oriented supervision of information technology resources for the state party and provide guidance on new technologies as they become available for use within our programs.*

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### Executive Overview

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After becoming an at-large member of the LPC, Robert Imhoff reached out to Gale Morgan to receive login account information for the IT Systems managed by the party. Gale provide all known login information via a spread sheet to Robert on 2017/05/10. To my knowledge, we now have login access to all known systems managed and paid for by the party.

Review of the IT systems is ongoing. There are a lot of systems we pay for. There is also a lot of “project” based IT resources that are no longer being used. There is opportunity for the LPC to review, remove, and consolidate many of these resources.

For example, we use one system, Liquid Web, for mailing list, but another system, Site Ground, for email and email forwarding. Another example is web hosting. We currently pay Google, Amazon, Rackspace, Freespace, SiteGround, Liquid Web, Digital Ocean, and GoDaddy for website hosting services.

It is my recommendation that based on this information, an Information Technology Workgroup Committee be formed to manage these systems.



### Meeting History

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- Initial Call for committee – 2017/06/11

### References

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None

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# Communications Report, June 11, 2017

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**Commissioned by:** Ted Brown – CA LP Chairperson

**Communications Director:** Jennifer Imhoff-Dousharm

**Members:**

Tanner Siciliano - Advisory

Ryan Jones - Advisory

Robert Imhoff - Advisory

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## Agenda

- Press Release Updates
- Social Media Update
- Recommendations

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## Communication Director

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### Communication Director Purpose

The Communication Director is to provide guidance on the implementation of the marketing and communications plan, which includes:

- Maintaining the integrity and increase the usage of LPC brand  
Assisting in the continuous development of the website
- Assisting in the continuous development of social media accounts
- Facilitating and promoting county affiliate participation to increase membership value, benefits, and satisfaction
- Providing content ideas for county affiliate wide communications as needed
- Promoting best/promising practices through various media modes
- Identifying opportunities to partner with existing or new public events related to the LPC's values and platform

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### Mission Statement

*The mission of the Communication Director is to oversee the strategic communications of the Libertarian Party of California's (LPC) brand with state and national news outlets and on social media; to establish an ongoing publicity campaign and media presence to disseminate information about the LPC's platform, candidates, events, and activities.*

## Executive Overview

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As Communication Director I have worked to establish a clearly defined purpose and mission statement for this role. Both are designed to help guide myself, or any future volunteer for the role, and the Executive Committee to better understand the expectations and responsibilities. I have also helped send out 3 press releases, as written by Ted Brown. Each was sent to a list of 62 media outlets that have been identified as organizations most likely to publish information regarding politics on a state level. This data was gathered through the Gary Johnson Campaign but will continue to grow and adjust as we interact more within news media.

The other big effort I have been focused on is preparing a plan for our social media presence. We currently have several Facebook, Twitter, and YouTube accounts. Each platform can use some cleaning up and guidelines to help us with more strategic communications of the Libertarian Party of California's brand on social media platforms and to establish a consistent and credible presence. I have begin discussing these factors with a couple of volunteers that Ted Brown has directed my way who were interested in the specific project. Together we have been working to identify the various issues, needs and goals of our social media behavior and appearance.

I would like to ask the Executive Committee to allow me to initiate a social media sub-committee to allow me to delegate tasks and access of our social media accounts. I currently have 2 dedicated individuals who are eager to continue assisting me with the goals I have already outlined.

I would also like approval to adjust the administrative roles of our Facebook page. Currently there are nine (9) people involved in the Facebook Page who have some form of access. I would like to adjust this to remove those who are inactive on the site and/or party on a state level and be allowed to add access to those within the pending social media committee so I can start delegating tasks to increase our presence.

Social media is one part of our overall marketing strategy. We will also still use more traditional methods of advertising, but will make sure to include our social media profiles on all advertisements, mailings and other marketing efforts. I will continue to identify these long established forms of communication and how we can better leverage each one in order to get the most output for our efforts and cost.

## Press Release Update

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- Libertarian Party Elects New Officers: 2017/05/10
- Libertarians Object to Proposed Marijuana Regulation: 2017/05/18
- Libertarians Oppose SB562 - "Single Payer" state takeover of healthcare: 2017/06/05
  
- 62 media outlets have been identified and sent the Press Releases
- Press Release Page on website is now active; as of June 5, 2017
- [Press@ca.lp.org](mailto:Press@ca.lp.org) sending capability has been requested to establish credibility
- Will begin linking press emails to website posting to assist with tracking.




## Social Media Update

- Facebook Page “Libertarian Party of California”
  - Currently being administered by: Brian Thiemer, Mark Hinkle, Ted Brown, Jarrett Tilford, Emily Tilford, Janine DeRose, Jennifer Imhoff, & Robert Imhoff; And David Housholder as Editor
  - Below is a list of roles we can assign users, instead of the current flat “Admin” that all contributors currently have:

	Admin	Editor	Moderator	Advertiser	Analyst	Live Contributor
Manage Page Roles & Settings	✓					
Edit the Page and Add Apps	✓	✓				
Create and delete posts as the Page	✓	✓				
Can go live as the Page from a mobile device	✓	✓				✓
Send messages as the Page	✓	✓	✓			
Respond to and delete comments and posts to the Page	✓	✓	✓			
Remove and ban people from the Page	✓	✓	✓			
Create ads	✓	✓	✓	✓		
View insights	✓	✓	✓	✓	✓	
See who published as the Page	✓	✓	✓	✓	✓	

- Facebook Groups: (Groups are different from “Pages” as noted above)
  - Will be working with Social Media Committee to establish branding between group and pages
    - “Libertarian Party of California (Official)”  
Admins: Jennifer, Kenneth, Emily, Janine, Brian, Jarrett, Ted, and Cindy Gobrecht
  - Groups run by Beau Cain (**no access by party**)
    - “Libertarian Party of California, Northern Region”
    - “Libertarian Party of California, Southern Region”
    - “Libertarian Party of California, Jefferson Region”
    - “Libertarian Party of California”

- Twitter
  - Old account access has been unobtainable; New account started 2017/03/29
  - Currently 15 followers
  - Admin access: Jennifer Imhoff
  - Link should be added to website and outgoing communications
  - Verified Account status pending approval (The  icon)
- YouTube
  - Currently 10 subscriber
  - Admin access: Robert Imhoff
  - Link should be added to website and outgoing communications

## Communication Recommendations

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1. Facebook Page
  - a. Adjust admin roles:
    - Remove: Brian, Jarrett, Emily, Janine, David, and Cindy
    - Live Contributor: Robert Imhoff
    - Moderator: Mark
    - Editor: Social Media Committee Members
    - Admin: Ted, Jennifer
2. Website
  - a. Events Page should reflect date of event instead of date of post
  - b. Add links to youtube; correct twitter link

## Communication Requests

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- Officially recognize the Social Media Committee to allow further action

## References

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Facebook Page: <https://www.facebook.com/LPCalifornia/>  
Facebook Group: <https://www.facebook.com/groups/CaliforniaLP/>  
Facebook Group, Northern Region <https://www.facebook.com/groups/gj2012team/>  
Facebook Group, Southern Region <https://www.facebook.com/groups/LPCSoCal/>  
Facebook Group, Jefferson Region <https://www.facebook.com/groups/LPJeffCal/>  
Facebook Group, <https://www.facebook.com/groups/LPCalifornia/>  
Twitter: <https://twitter.com/CaliforniaLP>  
Twitter: [https://twitter.com/LP\\_of\\_CA](https://twitter.com/LP_of_CA)  
Youtube: [https://www.youtube.com/channel/UCN4ik\\_4zmkGN-V6\\_Ybu34ow](https://www.youtube.com/channel/UCN4ik_4zmkGN-V6_Ybu34ow)

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# Social Media Committee Report

## June 11, 2017

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**Commissioned by:** TBD

**Committee Chair:** Jennifer Imhoff-Dousharm

**Members:**

Tanner Siciliano - committee member

Ryan Jones - committee member

Robert Imhoff - technical advisor (YouTube)

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### Agenda

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- Exploratory Goals
- Objective
- Recommendations

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### Social Media Committee

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#### Committee Purpose

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The Social Media Committee is to provide guidance on the implementation of the marketing and communications plan, which includes:

- Refreshes social networks regularly.
- Organizes and distribute news to members via newsletter, social media, and regularly-updated content for the web site.
  - Writes copy appropriate for public dissemination.
  - Chooses and shares content of interest to the Libertarian community via social media.
  - Advises the Libertarian Party of California on social media presence and identify new forms of social media appropriate for publicity.

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#### Mission Statement

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*The mission of the Social Media Committee is to assist the Communications Director, under guidance of the Executive Committee, with the strategic communications of the Libertarian Party of California's (LPC) brand on social media platforms; to establish a consistent and credible presence to disseminate information about the LPC's platform, candidates, events, and activities.*

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## Executive Overview

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This report was prepared in anticipation of the approval of a Social Media Committee at the June 11th, 2017 Executive Committee Meeting. With the growing responsibilities of the Communication Director I believe it is imperative to set up a committee to allow me to delegate tasks and access of our social media accounts. I currently have 2 dedicated individuals who are eager to continue assisting. We have worked in preparation of this meeting to identify what the committee's purpose, mission, goals and objectives will be.

While the main purpose of this committee is to help create and distribute content; the committee should also be focused on a greater objective. These objectives have been designed to guide the committee towards preeminent goals in order to guide the content. Our exploratory goals will be focused on how the committee can be best utilized to work towards the interest of the Libertarian Party of California. These goals will define the questions we should be asking as we set forth on each new objective.

Based on our preliminary conversations we have identified several recommendations towards content style. These recommendations include reducing posts involving memes or other satire material and increase posting content related to state legislative based content; based on analytical and demographic data. In order to facilitate this recommendation we intend to increase engagement with (local and state) politicians, agencies, and organizations that are aligned with the LPC's values to encourage cross posting and audience assimilation and to increase visibility of pertinent posts through utilization of Facebook Ad Boosts. Ad boosts cost can range from only \$2.00 - \$15.00 but increase visibility by 5-15%.

I would like to ask the Executive Committee for a \$25 Facebook ad budget to be used at the discretion of the Social Media Team to help increase visibility of posts like the SB562 Press Release where we want to get as much media visibility as possible.

## Exploratory Goals

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- Define the current status of our social media presence to determine what is working and what is not.
  - Identify and incorporate potential social media platforms that the LPC can utilize to increase efficiency or audience.
  - How do we build our brand and leverage our marketing message through these networks?
  - How will social media fit into the LPC's overall online marketing and offline marketing strategy?
-



## Objective

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- Identify and document all social media accounts currently or previously associated with the LPC
- Analyze and determine which accounts are within the scope of the Social Media Committee and provide feedback and recommendations to the Executive Committee
- Identify and manage which individuals have access to which accounts; to allow the LPC to maintain master control of each social media account and its content
- Define an obtainable and scalable quota for minimum posts to assure a reliable consistency of output
- Prepare a social media guideline; identifying standards for content

## Recommendations

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- Reduce meme style posts.
  - the median age for a Facebook user is around 40, and it keeps rising. So memes are a no go on Facebook, but articles from reputable news outlets, interviews from famous members, interviews from candidates, statistics showing the viability of the party, etc. are all great alternatives.
- Increase legislative based content
  - Facebook analytics have already shown that posts regarding current state policies perform  $\pm 80\%$  better than other posts
  - Posts regarding LPC action towards state legislative issues perform  $\pm 90\%$  better than other posts
- Increase engagement with (local and state) politicians, agencies, and organizations that are aligned with the LPC's values to encourage cross posting and audience assimilation.

## Social Media Committee Requests

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- Approval of a \$25 Facebook ad budget to be used at the discretion of the Social Media Team.

## Meeting History

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- Email Discussion initiated: 2017/05/30
- Google Group initiated: 2017/05/30

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